

OUT FISHIN'



A feller isn't thinkin' mean,
Out fishin';
His thoughts are mostly good and clean,
Out fishin';
He doesn't knock his fellow men,
Or harbor any grudges then;
A feller's at his finest, when
Out fishin'.

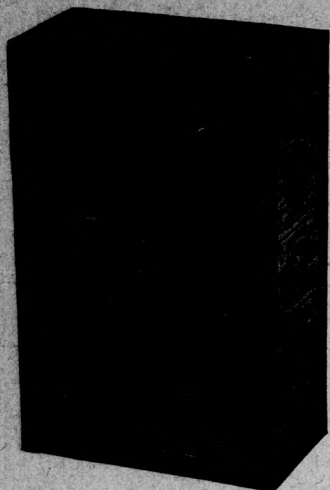
The rich are comrades to the poor,
Out fishin';
All brothers of a common lure,
Out fishin';
The urchin with the pin and string
Can chum with millionaire and king;
Vain pride is a forgotten thing,
Out fishin'.

A feller gits a chance to dream,
Out fishin';
He learns the beauties of a stream,
Out fishin';
And he can wash his soul in air
That isn't foul with selfish care,
An' relish plain and simple fare
Out fishin'.

A feller has no time for hate,
Out fishin';
He isn't eager to be great,
Out fishin';
He isn't thinkin' thoughts of pelf,
Or goods stacked high upon a shelf,
But he is always just himself,
Out fishin'.

A feller's glad to be a friend,
Out fishin';
A helpin' hand he'll always lend,
Out fishin';
The brotherhood of rod and line,
An' sky an' stream is always fine,
Men come real close to God's design,
Out fishin'.

A feller isn't plotting schemes
Out fishin';
He's only busy with his dreams,
Out fishin';
His livery is a coat of tan,
His creed: to do the best he can;
A feller's always mostly man,
Out fishin'.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton
Price \$1.15

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

**ONE FULL SIZE CARTON
FREE**

when returned to us or your jobber
properly endorsed

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

**Good Yeast
Good Bread
Good Health**

**Sell Your Customers
FLEISCHMANN'S
YEAST**

FLOUR

is the cheapest food product on the
market



OUR WELL KNOWN BRANDS

Ceresota—Spring Wheat
Red Star—Kansas Hard Wheat
Aristos or Red Turkey
Fanchon—The Kansas Quality Flour
Barlow's Best Michigan Winter Wheat
Barlow's Old Tyme Graham

Call up our Flour Department for some
attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN



This Book Will Help You
Sell

FRANKLIN CARTON SUGAR

The Franklin Sugar Recipe Book
Shows How to Make

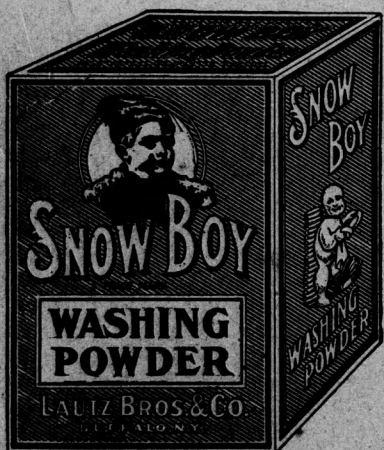
Delicious Cakes, Candies, Cake
Icings, Preserves and Jellies with
Franklin Carton Sugar; it also
describes the different grades of
sugar and tells how to use each
to the best advantage. We have
placed millions of copies of this
book in the hands of women

everywhere, and we'll gladly send you a quantity to dis-
tribute to your customers. If you'll place these books on
your counter, hand them to customers, put them in orders,
and mail them to customers, you'll find an immediate in-
crease in your sales of FRANKLIN CARTON SUGAR—
the sugar that pays you a profit because there's no loss in
weighing, wrapping, tying, no cost of string or bags. Write us
for a copy of these books.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

"Franklin Carton Sugar is guaranteed FULL WEIGHT,
it is made from SUGAR CANE"

Original containers hold 24, 48, 60 and 120 lbs.



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE
10 boxes @ 3.60—2 boxes FREE
5 boxes @ 3.65—1 box FREE
2½ boxes @ 3.75—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All Orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Order from your Jobber at once or send your order to us giving name of Jobber through
whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

BUFFALO, N. Y., January 2, 1914.
DEAL NO. 1402.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 7, 1914

Number 1620

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WOMEN AND WAR.

The suggestion of an English churchman that marriages be consummated before the young men go out to war brings into prominence once more the immense labor imposed upon women for the maintenance of the state. And it naturally brings under discussion the question of the maintenance of women while performing their function.

If the highest duty of women is to provide citizens, and, if need be, fuel for rapid-firing guns, women should be supported and even amply provided for during those years in which they are laboring for the world at large—those years in which they are bearing and rearing children. Mere economic independence becomes a trifle in comparison with the necessities of the nation; and certainly those who produce and cultivate the material of a nation should be worth their "keep." The nation spends money on guns and ships—and lets its mothers produce and rear in poverty!

Those American army and navy officers who have insisted on promotion by selection and by aid of plucking boards in order that young men may reach high commands when still in their prime, will find nothing in the ages of the leading German generals to support their contentions. In the German army there is no fixed retirement for age applying to all officers, but there is rigid retirement at any time that an officer appears unfit for his position or fails to do well in his duties, or in any way is unable to measure up to the high physical and medical standards of the service. Let an officer be overslaughed in a marked way, and his resignation or application for retirement is tendered forthwith. Never was there, as a whole, more rigid selection—although not wholly uninfluenced by court favor; yet what do we find? Gen. von Emmich, the capturer of Liege, is 66, and Gen. von Kluck is 68—the one two years and the other four above the compulsory American

retiring age. Gen. von Hausen who has just given up the command of the Saxon army, because of real or assumed illness, is 68; Gen. von Heeringen, is 64, and Gen. von Einem 61. Gen. von Bulow is also 68, and Gen. von Moltke, upon whose shoulders rest the heaviest burdens, is 66. Nearly all of these officers are campaigning in France for the second time, having been young ensigns or lieutenants in 1870. Gen. von Hindenburg, whose success on the Russian boundary has made him famous, is 67. On the English side, Kitchenier is 64, Smith-Dorrien 56, Sir John French 62, and Gen. Grierson, who died in France the other day, was 55; while the three French generals, Pail, Joffre, and Gallieni, are all approaching 70. Plainly, among the generals of this war the Osler theory does not apply, nor the American military belief that you must have middle-aged men for the highest positions.

The German cruiser Emden bids fair to become the Alabama of this war unless her career is promptly checked by a British cruiser. Starting from the China station, she boldly ventured into the Bay of Bengal on September 10, after having completely disappeared from view for six weeks. Between September 10 and 14 she captured seven and sank six British merchant ships of considerable tonnage, several of them bound for the United States. On September 22 she shelled Madras, where she apparently destroyed either a couple of oil tanks on shore or tank steamers. On the 24th she was at Pondicherry, and now comes the further news that she has sunk four more British steamers and captured the collier Bursk, the latter doubtless an extremely welcome prize. From several of these vessels she took provisions, so that, if she is not wasting her shells in sinking her prizes, she is as well off as when the war began. Meanwhile, she is not only in a position to do great damage to British shipping, but may even be on the line of transports from Calcutta carrying East Indian troops to France. She has already, it is said, brought about the closing of the entrance to Calcutta, and must have caused vigorous remonstrances from the British Admiralty to reach the commanding officers in the Indian Ocean.

A good deal has been said during the last few weeks about the opportunity which American manufacturers have to sell goods in South America. A man who has lived there several years and claims to know all about it writes to a Chicago paper assigning two reasons why European

manufacturers have enjoyed a larger trade than Americans in that region. One is that the Europeans make what the people want and the Americans send what they have on hand and tell the customers it is what ought to please them; and the other is that American made fabrics do not stand wear and the test of time as well as European. The first reason has been repeated again and again and doubtless has some truth behind it. If so, it ought to be easily remedied, and if there is trade enough there the buyers can surely be supplied with whatever they want, even though if better informed they might want something else. As to the second reason it is quite possible that the cheaper grades of goods made in this country have been sold there, the low price being a special attraction. It is susceptible of proof that just as good fabrics can be and are made in the United States as in any country on the globe and those who are willing to pay the price can get them. If the South Americans want the best, it will be very easy to furnish it. If their trade is secured now while the European war is on and the goods are satisfactory, it will make an acceptable opening for Americans which need never be closed.

Boarding house keepers and others to whom the prune is a valuable fruit will be pleased to hear that English buyers of California prunes have canceled orders for upward of forty carloads of the 1914 crop and will turn to France for their supply, owing to lower prices ruling in that country. That is a blow to the California owners of prunes, but ought to mean that prunes will be cheaper in this country this winter than for several years. The 1914 output in California is estimated at from 100,000,000 to 125,000,000 pounds. France has a crop of approximately 40,000,000 pounds, a large part of which Germany would have taken under ordinary circumstances. There being no outlet in that direction, England will help its ally by taking French prunes instead of the American variety. Therefore buyers are saying that California operators must lower their prices if they are to sell their prune crop.

The Tradesman fears that the day of prayer for peace will in too many instances, prove to be merely an occasion for luxurious expression of pious emotions. To pray and then go away from church feeling that the whole duty of Christian citizenship had been done is surely to "ask amiss." One thing that Americans should pray for is to have their own duty revealed to them. That this con-

sists partly in a strict observance of neutrality, as a nation, it needs no voice from Heaven to show. But many other obligations rest upon us. To do what we can to succor the distressed and relieve the widespread misery caused by this war; while standing ready at the earliest moment feasible to do all that is possible to bring about peace—no one who did not Sunday get some such intimation in answer to his prayers should think that his petitions were either fervent or effectual.

Opportunities are presented by the war to American producers of quicksilver, for there is demand for mercury in the preparation of fulminate for explosives. In 1913 the world's production of quicksilver was 3,728 metric tons and it has averaged 3,728 tons annually for the past ten years. During 1904 and 1905 the United States led the world in production, but from 1906 to date the leading producer has been Spain. The chief producing state is California. In 1913 the total number of producing mines in the United States was twenty-four, of which eighteen were in California and three in Nevada. American quicksilver producers have an excellent opportunity to capture the trade with Central and South America, and with the Orient from Japan to India. The Austrian production of quicksilver is controlled by the government, and is definitely cut off from the world's market, and the Italian supplies are uncertain. The Spanish output is mainly controlled in London.

The furniture manufacturers in England, who normally employ a large number of hands, have been virtually put out of business by the war. The public is no longer buying furniture from the retailers, who cannot get rid of their stocks, and so give no new orders to the manufacturers. A delegation of the latter recently waited upon John Burns, President of the Local Government Board, to ask him to urge all bodies controlling town halls, churches, libraries, assembly rooms, institutions, and so forth, to order at once any furniture likely to be needed in the next few months, in order to give the trade a start. They also expressed a hope that work upon large new hotels might be accelerated. Mr. Burns asks householders to give immediate orders for whatever renovating they may be meditating in the spring.

There is nothing dearer to a man than a good wife and very little that is more expensive.

It's better to wear out than rust out, but requires more exertion.

Increasing Vogue of Better Grade Furniture.

Written for the Tradesman.

I am not one of those extremists who sometimes talk as if there were something immoral in selling popular priced furniture. Naturally there are in every sizeable community some people who cannot afford to buy anything but the less expensive kinds of furniture. Obviously somebody must carry in stock a certain amount of cheap, or as we prefer to say, popular priced, furniture.

Personally I have very little respect for snobbishness either in the social or the business world—if anything, mercantile snobbishness is more culpable than social. The retail furniture dealer—or, as we are coming now to say, the house furnisher—should esteem one class of customers no better than another; and the salesman who manifests symptoms of indifference and curtness in dealing with the plainly clad woman in search of a center table for about \$2.50, deserves a reprimand.

Because furniture is inexpensive, it need not be shoddy and vulgar. Vulgarity, as applied to furniture, appears when furniture is so made as to appear to possess qualities that do not inhere in it. In that case deception is the head and front of its offending; and it is this effort to deceive that constitutes the fact of vulgarity as applied to furniture. On the other hand, a furniture form that is simple and consistent in its design—in other words frankly plain and wholesomely honest—may at least command our respect, even if it cannot elicit our admiration. But the piece that stimulates a merit that it does not actually possess, and flaunts an embellishment that is essentially false, is quite another matter. Cheap furniture people must have, for it's the only kind they can buy—and pay for. Cheap furniture some of us must carry in stock, exhibit in our windows, advertise in the papers, and sell to our patrons. But let us try to buy and sell good cheap furniture.

Furniture of Pioneer Days.

In the furniture world, as in all other departments of this vast, polyglot thing called life, there are two clearly defined and wholly irreconcilable classes: the conservatives and the radicals.

In the realm of furniture our conservatives are they who contend that the old is good enough. In effect, if not in words, they say: "Let us stick to the old! It was good enough for our parents and our grandparents; it's good enough for us! Why all these new and 'outlandish' designs and forms and latter-day strivings for new effects? Let us all agree on something, and stick to it; and when it comes to getting together on the basis of a solid and enduring piece, whither can be better turn than to those dear old forms and patterns that served and delighted the former age?"

On the other hand, our radicals—with whom tangible and self-evidencing progress is the very breath of life—are pleading for the new and the better things in the matter of house-

hold equipment and adornment. To all intents and purposes, if not in outspoken words, they say: "The old was good enough in its day, no doubt; but its days has passed. Ours is a new era; and because we have enjoyed the means and leisure for travel and observation and thought upon such matters, we have come to acquire an appreciation for the better, the more artistic, the more essentially worthwhile, in furniture designs and forms."

Broadly speaking, furniture manufacturers and dealers and merchants engaged in the business of retailing furniture belong to the radical, or progressive, class. Broadly speaking also the younger generations belong here. But the older people as a rule, people of a conservative temperament, and people who are naturally immune to the lure of beautiful and artistic things, are solidly opposed to so-called innovations. To them it seems like a needless waste of good money. Moreover many old pieces of furniture, once the joy and pride of a pioneer home, have acquired an associational value quite apart from their dubious intrinsic merit. It is difficult, therefore, for the children to convince the old folks that many of these things are crude and inelegant, if not actually worn out or "crippled" beyond all hope of repair.

But here, as always, the progressives have the better of the argument. And gradually they are having their way. Old chairs and rockers and settees and center tables are being removed from the "parlor," as it used to be called, and modern living room furniture is installed. With the old red plush upholstered set, have disappeared also bizarre patterns of wall paper and grotesque curios that once reposed on the mantel for reasons ostensibly ornamental. All through the house in every apartment, from front hall to the servant's bed room, unmistakable tokens of the changing order may be discried.

Prosperity and Home Adornment.

The things that have taken place in the houses of people living in the older settled sections of our country; the things that are even now going forward in the houses of people in the more recently settled portions—are not new under the sun. They are characteristic not of our country alone, but are common to all newly settled countries.

The history of nations divides itself into clearly defined periods. Always there is the period of settlement and tentative development. Then people are nomadic—traveling from hither to yon seeking the best the new and untamed country seems to offer. It is a time of more or less privation, hard work, and red-blooded life. Its men are seasoned to hard work. They are bronzed by the sun. They are busy, practical, workaday folk. Their women are industrious and frugal, vigorous of body and sane of spirit. Houses are of such sort as you would naturally expect poor, hard-working, simple-minded folk to build; and the furniture and adornment of their houses are always in

keeping with the spirit of the age.

By and by well-earned prosperity comes, and with it the leisure and inclination for study, travel and observation. Unless the country or community is one of extremely rapid development, the older generation has passed; and now the children or grandchildren or great grandchildren of the pioneers, come to possess and enjoy the land. And they are very different, in many ways, from the pioneer men and women of other days.

For one thing—and that is the thing that here claims our interest—they demand furniture of a better grade than the furniture possessed and used by folks of former times. That their requirements should be more complex and refined, is inevitable. The very atmosphere of the time is charged with a spirit of awareness unknown to the former age.

Thus do the people of succeeding periods require a degree of breadth and culture impossible to the more rugged folk of pioneer days. I am not saying they are any better or happier than their rugged forefathers; that is another matter. But they have a finer appreciation of what we have called the artistic. And this enables them to build better houses in which to live, and provide their houses with better forms and types of furniture, and surround themselves with things that are more essentially likeable.

Such peoples make their aim to pick out the real things from the sham, the better from the worse, the finer from the spurious. Reading and travel and observation and reflection, in course of time, enable them to arrive at certain commonly accepted criteria of judgment. Thus do they acquire an appreciation for the beautiful and the artistic in house equipment and adornment. Broadly speaking, we have arrived at this stage here in this country.

There is an increasing vogue of furniture of the better grades. It is, of course, higher in price as it is better in quality. But in order to buy and enjoy it the people of to-day do not have to make anything like as large a relative outlay as did the pioneers when they bought their furniture. Good authorities tell us that, grade for grade, the increase of the cost to the consumer of furniture in this country, has been extremely slight. But the country has prospered, and is prospering, and must continue to constitute, the underlying cause for the demand for better furniture.

Frank Fenwick.

Why Cheap Teas Are Not Really Cheap.

With cheap teas advanced in price 12 to 14 cents a pound in seven years, compared with 7 cents in more expensive varieties, the conclusions is obvious. Users of cheap tea are paying as much for packing and as much for freight and handling as the users of better tea, and customers would rather pay for tea than for packing charges.

There is as much difference between high and low grown teas as between a Southern apple and one of Nova

Scotia—tea is flavor, not so much leaves; tell your customers about flavor, says the Canadian grocer, in an interesting article on tea, especially in the light of the present war-time situation. It continues:

Tea is flavor, not tea leaves. Flavor is the big difference between good and poor tea—in many cases between the 30c, 35c teas and the 45c tea. If the grocer will endeavor to impress upon the customer this important point in connection with tea there will be more sales of better grades. The fact that people buy tea indicates that they appreciate tea flavor; this in itself is something to work on—try selling them more flavor.

And not only does the more expensive tea give the better flavor but in practically every case the grocer is safe in guaranteeing that the customer will get as much tea dollar for dollar from the 45c varieties as from the cheaper kinds—that a dollar's worth of 45c tea will make just as many cups of equal strength as a dollar's worth of 35c tea. This is based upon quality and quality goes with flavor.

There are good reasons why flavor and quality cannot be had in the cheaper teas as compared with the higher priced. It is not so much a question of the country in which they are grown so much as of picking and selection. Teas in almost every case are grown in hilly countries, and there is a great difference between the high grown and the low grown. As any Canadian knows, there is a great difference between the quality of an apple grown in a moist, mild atmosphere and one grown in a climate where the air is clear and fall nights frosty; between the quality of wheat grown in the warmer localities compared with that raised where early frosts are dangerous—and it is much the same with teas, the difference being in the elevation and the varying atmospheres.

The elevation is a big factor in deciding the flavor; then, too, there is the matter of grading. There are first and second leaves, the difference being between the fine tender leaves and the larger and coarser ones. Cheap teas are either low grown varieties of weak flavor, or the seconds of the pickings of the high grown product.

It is no paradox to say that cheap teas have been dear for a number of years. Since 1907, when teas began to go up in price, it has been noted that while there has been an increase of 6c or 7c a pound in the cheap varieties, there has only been an increase of about 2c in the better pickings. Bring this point home to the customer. The person who buys cheap tea to-day—at the price paid a few years ago—is getting 12c or 13c less in value for his money as compared with 7c less in value received by the person paying the higher price.

Here is another point. When a customer pays 35 cents for a pound of tea, he or she is paying just as much freight, just as much for the packing and just as much for the handling as in purchasing the better quality—there are certain fixed charges

on a pound of tea which must be practically the same no matter what the selling price is fixed at. To get definitely at these figures would be impossible, for the transportation rates from different countries are different and vary at different times of the year. For illustration, let us put the freight and packing at 5 cents per pound in normal times. We find that this charge on a 30 cent tea is 16⅔ per cent. as compared with 15 1-5 per cent. on the 40 cent tea, and the difference in prices would be even more marked.

These are some features of the tea business and the relation of the cheaper and the dearer teas which should have the attention of the tea salesman. Those customers who can be brought to an appreciation of tea quality and to the use of the better tea will generally be found willing to pay the price. The difficulty with a great many people is that in tea they see tea leaves and not flavor—to them there is no difference as long as there is the bulk. In buying teas they could make no greater mistake and the grocer can be a great influence in educating them to an appreciation of what tea quality means.

Canners Want Condemned Canned Goods Returned.

The National Canners' Association has again started a campaign looking toward persuading the New York Department of Health to permit the return of canned goods condemned by

the inspectors to the canners rather than sending them to sea or other points for destruction.

"All canned foods are sold by the canner with the understanding that cans that spoil within a certain specified time are not included in the sale and shall not be paid for," says Secretary Gorrell in a letter to Commissioner Goldwater. "The purchaser therefore makes a claim on the canner for such goods as have spoiled within that time.

"For their own protection in this respect, therefore, canners have found it necessary to make their refunds for swells conditional on the swelled cans being returned to them. If these swells are taken by the health office and destroyed this then cannot be complied with and the canner is called upon to meet unfair claims for spoilage.

"Some of the more progressive canners now are studying the causes of spoilage with the idea of eliminating them in the future as far as practicable. This can only be done by the examination of the spoiled foods.

"Another important reason is that the can manufacturers sell the cans to the packers under contract that only two cans in one thousand of each size are permitted to be defective. If it is found that a greater number of defective cans than this occur, the can manufacturers are bound by this contract to reimburse the canner, not only for the price of the cans, but also for the cost to the canner of the

food packed in them, including the cost of packing.

"I realize fully that your problem in this matter is the protection of the consumer and understand that you must take whatever steps necessary to accomplish that end. I believe, however, that a system can be worked out which will not lessen your efficiency in that respect and which at the same time will secure the return of those goods to the manufacturer in order that the difficulties I have mentioned may be overcome."

Win in Refusal to Sell Bag Sugar.

Out in California the retail grocers apparently sell what they want to and won't sell things they don't care to. It appears that two big sugar refineries on the Pacific Coast decided a short time ago they would place upon the market sugar in cartons and small bags. The retailer viewed this action with alarm, because he knew the attitude of the department store to sell package goods of all kinds at cut prices when they were not price protected by the manufacturer. Again, it meant the introduction of pennies into the retail grocery business of California—another agency to diminish profits—so the retail grocers sent committees to protest to the refiners.

Nearly three months have passed since the refiners have tried to induce the retail grocers to buy their package sugar, yet, according to the Retail Grocers' Advocate of San Francisco, one would have to hunt all day to find a package on the retailers' shelves.

What Did He Want With Wages?

In the old days of hand composition a printer known from New York to San Francisco as "Pilgrim" Hazlett wandered into a Pennsylvania town and asked the editor of the weekly for a "sit." "Well," said the editor, "I can put you to work, but I'm afraid I can't pay much money." "Make me an offer," said the Pilgrim. "All right. I can give you two meals a day at my house, you can sleep here in the office on this lounge, and I'll take care of your laundry. Then if you need tobacco get it across the street at the grocery. They run an account with us. And up at that brewery you can get a can of beer whenever you like. Besides, I'll pay you \$4 a week. Is that satisfactory?" "Gosh," said the Pilgrim, after repeating the offer to get it straight on his mind, "if I get that what do I want with the \$4?"

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 7.—Creamery butter, fresh, 26@31c; dairy, 24@28c; poor to good all kinds, 18@22c.

Cheese—New fancy, 16@16½c; new choice, 15½@16c.

Eggs—Choice fresh, 28c; fancy, 29@30c.

Poultry (live)—Cox, 12@13cc; fowls 15@17c; ducks, 14@16c; chickens, 15@18c.

Beans—Medium, \$3.00; pea, \$2.75.

Potatoes—New, 50c per bu.

Rea & Witzig.

A man who is extremely jealous of his reputation is apt to be rather careless about his character.

Pleases and Pays

Royal Baking Powder pays you a greater profit, pound for pound, than any other baking powder.

It sells easier.

It sells faster.

It pleases your customers.

You wouldn't think of trying to establish a business by selling strong butter, stale eggs and rancid lard when you can sell fresh, sweet goods, so why should you sell baking powder containing alum and phosphate of lime when you can sell Royal Baking Powder made from pure cream of tartar?

"Purity pleases and pays."

Royal Baking Powder Co.

New York



Movements of Merchants.

Cheboygan—Herbert Taunt has opened a cigar factory here.

Hudsonville—H. Telgenhoff has opened a blacksmith shop here.

Frankfort—Custer Carland has engaged in the fuel business here.

Howell—A. J. Parker & Co. have engaged in the furniture business here.

Burnips Corners—John Kronenberg succeeds the John L. Post Co. in general trade.

Eaton Rapids—J. W. Allison, formerly of Colon, has opened a bazaar store here.

Sherman—C. L. Ferguson, formerly of Copemish, has engaged in the grocery business here.

Chippewa Lake—Osborn & Ward have engaged in general trade in the Whaley store building.

Otsego—C. F. Strutz has sold his stock of shoes to an Eastern buyer and discontinued business.

Holland—Mrs. William Kaiser has engaged in the grocery business at 372 West Sixteenth street.

Benton Harbor—The Upton Machine Co. has increased its capital stock from \$30,000 to \$75,000.

Empire—M. P. Horen is building a cement block livery and feed barn, which he will occupy this fall.

East Jordan—Mrs. Rose Steffes has sold her cigar factory to Lee Murphy, who will continue the business.

Holland—Louis Padnos has engaged in the clothing business under the style of Safety First Clothing Store.

Houghton—The Smith Wagon Brake Co. has been incorporated with an authorized capital stock of \$15,000.

Reese—C. H. Childton, recently of Chesaning, has purchased the hotel and will continue it under the same style.

Kalamazoo—Daniel Aach has returned to the city and engaged in the clothing business at 126 Portage street.

Grand Ledge—Ward A. Davis, dealer in confectionery and cigars, was married Sept. 30 to Miss Lucile H. Ripley.

Holland—Thieves entered the John J. Rutgers Clothing Co. store Oct. 4 and took away clothing valued at about \$75.

Riverbank—Benjamin A. Courtney has purchased the M. W. Martz stock of general merchandise and will continue the business.

Jackson—Thieves entered the Carl G. Trumble drug store September 30 and took cash and merchandise to the value of over \$100.

Jackson—H. B. Storey, recently of Detroit, has purchased the Loud hat

stock and will continue the business at the same location.

Marquette—Sam Apostle, of Ishpeming, will open an ice cream parlor and confectionery store in the opera house block October 15.

Tecumseh—P. G. Heidenrich has sold his stock of bazaar goods to F. M. Smith, recently of Ypsilanti, who will continue the business.

West Windsor—F. C. Spears has sold his stock of general merchandise and produce to Irving J. Decker, who will continue the business.

Springport—Stillman J. Hammond, of S. J. Hammond & Son, dealers in general merchandise, died at his home Oct. 4, after a short illness.

Mason—Thomas Thorburn, dealer in agricultural implements, has filed a petition in bankruptcy. Liabilities, \$6,054.56. Assets, \$6,700.84.

Jackson—L. B. Cowley, who recently sold his stock of shoes, has re-engaged in business at the corner of Mechanic and Cortland streets.

Holland—The Holland Bakery Co., West Eleventh street, has installed a moulding machine with a capacity of 1,000 loaves of bread per hour.

Reed City—The shoe department of Gerhardt Bros. department store will be continued at the same location by Gideon Gerhardt, who has taken it over.

Ellsworth—W. A. Boss, who has conducted a hardware and agricultural implement store for the past twelve years, has sold his stock to D. E. Clow.

New Groningen—Herman Telgenhof has sold his stock of general merchandise to W. Vander Zee, of Jamestown, who will take possession Nov. 1.

Belding—The Belding Basket Co. has added another type of basket to its line. It is for the use of apple pickers and is suspended from the shoulders.

Detroit—The Economy Grocery Stores has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Battle Creek—The Excel Drug Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Traverse City—John D. Stabler, who conducted a meat market here for the past five years, died at his home Oct. 1, after a brief illness with heart trouble.

Ironwood—The Palace Market Co. has been incorporated with an authorized capital stock of \$5,000, all of

which has been subscribed and paid in in property.

Holland—John Arendshorst has leased the Vandersluis building and will occupy it with a stock of confectionery under the style of the Quality candy shop.

Collins—W. L. Gregg has traded his stock of general merchandise and store building to Elmer Jinks for his farm. Mr. Jinks will take possession about October 15.

Ypsilanti—The Scharf Smoke Preventer Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Alma—Frank Bennett has sold a half interest in his bakery to Jack Miller, of Mt. Pleasant, and the business will be continued under the style of Bennett & Miller.

Big Rapids—Robert M. Reynolds has sold his planing mill and warehouse to W. F. Nehmer, who will continue it in connection with his produce and fuel business.

Pewamo—R. J. Merrill has purchased the interest of his partner, Cyrus H. Palmer, in the Pewamo Clothing Co. stock and will continue the business under his own name.

Fremont—Gerrit Slenk has admitted Arend J. Slenk to partnership in his cement, fuel and ice business and it will be continued under the style of the Fremont Fuel & Ice Co.

Ishpeming Will Anderson and Will Jackson have formed a copartnership and will open a hardware and furniture store at the corner of Division and Pine streets October 15.

Battle Creek—Maurer Bros. jewelers, have dissolved partnership and the business will be continued by Sam A. Maurer, who has taken over the interest of his brother, Waldemar.

Empire—Samuel Joseph is building a two story 30x60 cement block building which will be used for a meat market and feed store, with living rooms on the second floor.

Kalamazoo—The P. H. Loeffler drug store, 319 North Burdick street, and the Beecher, Kymer & Patterson book store, 122 South Burdick street, were burglarized Oct. 2, the thieves securing over \$200 in goods.

Big Rapids—The Osborne Mercantile Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and paid in in property.

Lansing—The Trivers System Clothes Shop has engaged in business at 307 South Washington avenue under the management of Arthur Harrod. The new store is one of a chain.

Sparta—Frank Rinehart has purchased the Bernius interest in the grocery and shoe stock of Bernius & Selby and the business will be continued under the style of Selby & Rinehart.

Detroit—Nawoc Chemical Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$22,500 has been subscribed, \$598.64 paid in in cash and \$21,901.36 in property.

Berrien Springs—A new bank building to cost between \$6,000 and \$8,000,

is to be erected soon by the Berrien Springs State Bank, which is expected to be one of the finest in a town of this size in the State.

Detroit—Clyde E. Hazlett has merged his tailoring business into a stock company under the style of C. E. Hazlett Co., with an authorized capital stock of \$1,000, all of which has been subscribed and \$510 paid in in cash.

Mt. Clemens—John Kuhn has merged his dry goods and carpet business into a stock company under the style of John Kuhn & Co., Inc., with an authorized capital stock of \$13,000, all of which has been subscribed and paid in in cash.

Battle Creek—A. T. Kelsey has sold his drug stock to John A. MacIntyre, L. J. Gregory and H. A. Bromberg and the business will be continued under the style of the Excel Drug Co. Mr. MacIntyre will act as manager.

Lake Linden—The Torch Lake State Bank has been organized with a capital stock of \$25,000. Joseph Ethier, of Hubbell, is the largest stockholder, his subscription being \$12,000. Emil F. Prince and Medard Laplante, both of Lake Linden, each take \$3,000.

Bailey—The C. W. Gould Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,609 paid in in cash and \$2,491 in property. This concern will engage in the buying and selling of farm produce, building material and fuel.

Royal Oak—The Shoshoni Oil Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$300 has been paid in in cash and \$6,000 in property. This concern will engage in the producing, manufacturing and refining of oil and operations will be carried on at Shoshoni, Wyoming.

Detroit—The Cargill Peninsular Co. has been incorporated with an authorized capital stock of \$175,000, (\$59,000 common and \$116,000 preferred) all of which has been subscribed and \$15,000 paid in in cash and \$160,000 in property. This concern will engage in the printing and engraving business.

Manufacturing Matters.

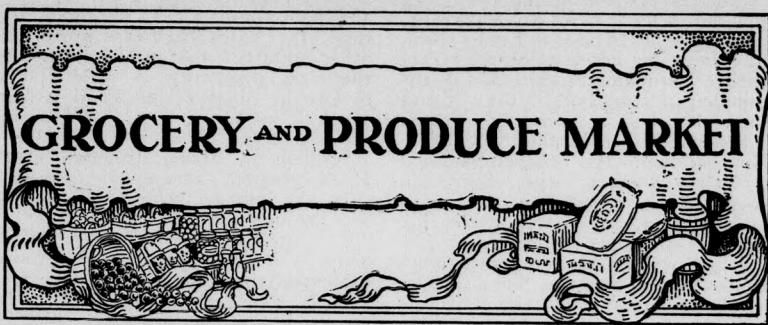
Muskegon—The Robt. K. Mann Lumber Co. is succeeded by the Joy-Stoffer Manufacturing Co.

Howell—The O. U. Wire Novelty Co. has completed its plant and on Oct. 1 commenced to manufacture wire specialties.

Houghton—R. H. Bailey & Son have engaged in business on the lake front and will manufacture all kinds of boats and canoes.

Mt. Forest—The Mt. Forest Elevator Co. has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,800 has been subscribed and paid in in cash.

Kalamazoo—J. D. Bobb, of Philadelphia, Pa., has leased the building formerly occupied by the Kalamazoo Blanket Mills, of the Michigan Buggy Co. plant and will begin at once the manufacture of autotop enclosures.



Review of the Grand Rapids Produce Market.

Apples—All of the seasonable varieties are in large supply at 60@75c per bu.

Bananas—The price is steady at \$2.75 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu.

Butter—There are generous arrivals of fresh stock which is selling freely, but up to the present time there is no movement of cooler goods worth mentioning. All buyers are taking stock in a conservative manner in order that they may be on the safe side. Jobbers do not look for any lower range, but retailers are not of the same opinion and are not inclined to load up very heavily. Factory creamery is quoted at 30@31c in tubs and 31@32c in prints. Local dealers pay 22c for No. 1 dairy, 16c for packing stock.

Cabbage—50c per bu.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

California Fruits — Pears, \$2 per box; plums, \$1 per box; grapes \$1.25 per box; Malaga, \$1.50 per box; seedless, \$2 per box; Tokay, \$1.25 per box.

Cantaloupes—Osage, 75c per bu. crate; Hoo Doo, 60c per bu. crate. Celery—18c per bunch.

Cocoanuts—\$4.25 per sack containing 100.

Crabapples—\$1.25 per bu. for Hy-slips.

Cranberries—\$5.50 per bbl. for Cape Cod.

Cucumbers—25c per doz. for selected; 75c per bu. for large.

Eggs—The market on both fresh and storage is weak, fresh having declined 1c and storage 2c per doz., due to heavy receipts of fresh in many markets, including Grand Rapids. One hundred cases of strictly fresh candled were offered in this market to-day at 23½c, but no dealer would pay over 23c, which is the going price under existing conditions.

Grapes—8 lb. baskets command 12c for blue varieties, 13c for Niagaras and 16c for Delawares; 4 lb. baskets crated in dozens command \$1.20 for blues, \$1.35 for Niagaras and \$2 for Delawares. Blue grapes in bulk, 75c per bu.

Green Corn—12c per doz.

Green Onions—15c for silverskins.

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

Lemons—Californias and Verdellis have declined to \$5 per doz.

Lettuce—Head, \$1 per bu.; garden grown leaf, 75c per bu.; hot house leaf, 10c per lb.

Nuts—Almonds, 18c per lb.; filberts,

15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Nables.

Onions—Home grown command 85c per 100 lbs. for red and yellow and \$1.25 for white; Spanish, \$1.25 per crate.

Oranges—Californias are in ample supply at \$3@3.25.

Peaches—Salways command \$1@1.50 per bu. This week will wind up the crop.

Pear—Clapps' Favorite, Duchess and Flemish Beauty command \$1 per bu.; Keifers, 60@75c per bu.

Peppers—Green, 60c per bu.; red, 20c per doz.

Pickling Stock—Onions, \$1 per bu.; cukes, 20c per 100.

Pieplant—75c per box.

Pop Corn—\$1.75 per bu. for ear; 5c per lb. for shelled.

Potatoes—The market is flat and lifeless. Country buyers are paying around 30c. The wholesale price here ranges around 50c.

Poultry—Receipts are heavy in consequence of which the price is slightly lower. Local dealers pay 12c for broilers, 11c for fowls; 9c for old roosters; 10c for geese; 10c for ducks; 14@16c for No. 1 turkeys and 12c for old toms. These prices are 2c a pound more than live weight.

Quinces—\$2 per bu.

Radishes—10c for round and 12c for long.

Squash—\$1.50 per 100 lbs. for Hubbard.

Sweet Potatoes—\$2.75 per bbl. for Virginias; \$3.85 per bbl. for Jerseys.

Tomatoes—Home grown are in ample supply at 60c per bu. for ripe and 40c for green.

Turnips—50c per bu.

Veal—Buyers pay 8@14c according to quality.

Wax Beans—\$1 per bu.

Detroit—The Detroit Food Products Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$3,000 paid in in cash. This concern will engage in manufacturing and dealing in pickles, catsup prepared mustards and other food products.

W. A. Wolf & Son have opened a new drug store at 1154 South Division avenue, four doors north of Hall street. W. C. Wolf, the manager, for the past summer has had charge of Van's Pharmacy, corner of Hall and South Division avenue.

Flint—The Walker-Weiss Axle Co. has increased its capital stock from \$150,000 to \$300,000.

The Grocery Market.

Sugar—Two of the New York refiners have reduced their price on granulated to 6¼c, but the other refiners are still holding for 6½c. The margin between the present price of raws and the selling price of refined is much too large, but the refiners are not getting the benefit of this because they are working on raw sugar for which they paid much more than 5c. The outlook for sugar is downward and a 6c market is now very generally predicted by January 1, if not before. Home-made beet granulated is being offered in Chicago as low as 5¾c, which shows more than the usual difference between beet granulated and regular refiners' granulated. The crop this year will be about 100,000 tons below last year, which is by no means all due to the lowered tariff.

Coffee—The market is still in an unsatisfactory condition from the holders' standpoint, although not so bad from the buyers'. Values in Rio and Santos coffees are easy. Nobody is buying coffee except for immediate wants and the situation is as usual when sellers are more anxious to sell than buyers are to buy. Mild coffees are also easy and not very active. Java and Mocha grades are unchanged and dull.

Canned Fruits—The market for No. 10 apples is weak. There are reports current of offerings at prices much under previous quotations. Buyers remain indifferent, and little business results. California prunes on the spot are dull pending deliveries of new pack. Southern fruits are neglected and nominal.

Canned Vegetables—Tomatoes are unchanged. There seems to be no important demand from the jobbing trade in this quarter, and, although it is reported that the packing season is virtually ended, many of the canneries having permanently shut down because of the lack of raw material, the need of ready money felt by some of the packers is inducing them to seek a market at some concessions from the generally quoted prices. Results of the 1914 corn pack are still uncertain, but from reports received in the trade here it is indicated that the total season's output will be below normal. Fancy Maryland-Maine style will fall short of the average, but lower grades will be well up to the output of 1913. The Maine pack has been greatly curtailed, if not actually ended, by extreme cold weather. There is no pressure on the part of packers in any quarter to sell and, while buyers seem to be indifferent, the general tone of the market is firm. There are no new developments in any other line of canned vegetables. The demand for immediate or forward shipment is light, but, while prices are nominal there seems to be no pronounced selling pressure in any quarter.

Canned Fish—There is little movement reported in spot or forward shipment salmon, but the market is steady on the basis of previous quotations. Domestic sardines are still unsettled. The pack so far has fal-

len far short of that for the corresponding period last season, but packers seem to be able to keep up with their orders, as the demand is not urgent. It is stated that there is no accumulation of stock in the hands of packers, and there is a disposition in some quarters to restrict current offerings so that some stock may be stored to meet winter requirements of consumption. In some quarters the feeling prevails that conditions warrant much higher prices than those now prevailing, and an early advance in quotations would cause no surprise in the best posted circles. Imported sardines are going steadily into consumption at quoted prices, the market being firm under limited supplies.

Dried Fruits—Prunes are dull, with most of the trade expecting lower prices, particularly if the demand does not improve. Peaches are still very cheap, but dull, and apricots are dull at unchanged prices. Raisins are unchanged. The California combination announces that it sold more than half the crop at the opening, in spite of the large previous sales of 1913 reprocessed goods. Currants are unchanged on spot. Other dried fruits, citron, dates and figs are still scarce and high but unchanged for the week. Prospects point to about the usual supply of dates, in spite of the war, but the outlook is not quite so certain as to figs.

Molasses—The market is quiet and firm at quotations, the demand on contracts being good for this time of the year. The grocery grades are well maintained on the expectation that the New Orleans crop will be smaller. Blackstrap is steady and inactive, the demand for feeding purposes being still light.

Sugar Syrups—The sugar syrups are quiet and steady. Offerings are moderate, especially of the better grades.

Rice—New Orleans advices state that the local market for rough rice is quiet. Buyers and sellers are apart, which also is the case in the country. Mills are running out of supplies and some are now on the point of closing down. Brokers are of the opinion that the shortness of supplies may stimulate prices.

Cheese—The market is steady and unchanged, with a fair consumptive demand. Stocks are reported a little heavier than a year ago. The quality arriving is very good and the market is fairly healthy at present prices.

Provisions—All cuts of smoked meats are in normal consumptive demand, at prices somewhat higher than usual for the season. A decline is likely as the season advances. Pure and compound lard are barely steady and if they change at all will probably decline. Barreled pork, canned meats and dried beef are all firm and unchanged, with a moderate demand.

Salt Fish—Norway mackerel are coming in now, at prices that show no change from last week. They are wanted. Cod, hake and haddock are unchanged, being high in price and fairly active.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 6.—Learn one thing each week about Detroit: One Detroit plant turns out 6,000 spectacle frames daily or an annual output of 1,800,000. These are shipped to all parts of the world.

"Ask clubwomen to wear cotton gowns," reads a headline in a daily paper. We are pleased to say that it is really unnecessary to ask the wife of the Detonation scribbler—she always does.

W. R. Twiss, druggist of New Haven well-known in Detroit, narrowly escaped death in a fire that destroyed a portion of the business section of the town. The fire originated early Thursday morning, spreading with great rapidity and Mr. Twiss and family, who live over the store had barely enough time to escape in their night clothes. While regretting the loss to Mr. Twiss occasioned by the fire the Tradesman in common with the many friends of the druggist and his family are thankful that the fire did not prove more serious.

Jordon, N. Y., has a copy of a newspaper printed over 100 years ago in Buffalo. Now we have an idea where some of the jokes published to-day come from.

If you are satisfied with the fraternal order you belong to and the work it is carrying on, vote NO on the amendment to the insurance laws on November 3.

Leo Spellman, of Runner & Spellman, of Shelby, was a business visitor in Detroit last week, incidentally attending a joyfest in honor of Governor Ferris and Democratic party attaches, called by local and State papers a Democratic convention. That Mr. Spellman hails from a healthy burg is attested by the fact that the writer, who had occasion to dine with him, after eating a full sized meal, read through a pair of newspapers, took a fifteen minute nap, smoked a cigar and chatted several minutes with friends—and others—while the genial merchant from Shelby continued to eat. If our entire family had such an appetite our expenses would be almost nothing—the poor house would be obliged to entertain us.

A. Rosenthal, dry goods merchant of Albion, was in the city on business last week.

To those who prayed for peace last Sunday we hope our family was included in the prayer.

A business announcement that will prove of interest to many in all parts of the State is that of the reorganization of G. H. Gates & Co. G. H. Gates has retired and his work as credit man and Secretary-Treasurer will be filled by Harry Wright. E. D. Stair has also sold his interest in the business to the new organization, that will be known as the Wright-Fendler-Pike Co., all of whom have been connected with the firm since its inception several years ago. Russell Waddell, Ferd Fendler and John Caddy, road salesmen, and Fred Wright house salesman, all become stockholders of the new firm. Every member of the organization is well-known to the hat and cap trade of Michigan and, undoubtedly, the change will give the already well established business an added impetus.

H. H. Snider, of North Star, was a business visitor in Detroit last week.

In a previous issue of the Tradesman space was given to a story regarding an automobile accident in which Bert Sweet was named as one of the principals. Later we were informed that Mr. Sweet was far from the scene as described in the story. At this time we wish to state that at no time do we write any stories that might prove derogatory to anybody's character—we write our stories plain and presume that we leave no oppor-

tunity for readers to use them as pet guessing columns. A mistake in the name of the participant—whose name now remains a mystery—was responsible for a well meant story.

Besides the aviators there are several others in Europe who are up in the air.

The Detroit Accessories Co. has taken quarters at 870 Woodward avenue. The company was recently organized by W. M. Hogle, former salesmanager of the Republic Motor Truck Co.

General C. R. Hawley, of Bay City, head of the Bay City Cash Dry Goods Co. and C. R. Hawley & Co., Bay City, and C. R. Hawley, Alpena, all large department stores, was in Detroit on a business trip last week.

Why pray for peace? Do not all the contestants in Europe report the situation as satisfactory?

Dry goods and department stores are more and more coming to recognize the efficacy of special infant wear departments. One of the best forms of advertising for this feature that has come to the notice of the writer was that conducted by Gilmore Brothers, of Kalamazoo, last week. An opening was advertised for this department and thirty living models, all bright rosy cheeked children were on hand to demonstrate the different articles of wearing apparel that included everything from a dress to a trimmed hat for the little lassie. Miss Kate Wheeler Henderson is the enterprising manager of the department.

If the football teams are lacking good kickers, we might suggest a few traveling men and a "chronic" one from Mears, Michigan.

One of Detroit's youngest merchants and ex-traveling men who had made a success of the latter calling and is making a decided success in the former field is Arthur J. Gibson, proprietor of two exclusive rug, carpet and drapery stores at 1467 Gratiot avenue and 552 Dix avenue. Arthur, who is barely twenty-five years old, received his early training in the carpet and rug business when he was connected with Edson, Moore & Co., at the age of 16 years. After he had been with that concern for a short time his ability as a salesman was recognized and he was soon appointed a special salesman, representing the carpet department. This position he filled with success and continued with the house until about two years ago, when he engaged in the business he is now carrying on with such marked success. Not content with local business alone, Mr. Gibson is slowly but surely building up a substantial mail order business. The style of the firm is the United Rug Co.

Danger! warns the Michigan Fraternal Voters' League. Vote NO on the proposed constitutional amendment.

M. Plain, general merchant of Crosswell, was in the city on a business trip last week.

"Traveling Man Source of Profit to Retailer" reads a Tradesman headline in last week's issue. And judging by the prices charged en route, the traveling man must be a source of profit to others also.

Judging by the wal Hotel Inspector John Thorn is prodding some of the delinquent hotel keepers in Michigan, there is something in a name after all.

A new garage has been opened next to the Masonic Temple and will be known as the Temple Garage. R. J. Guy will act as manager.

A. Bowles, Minden City merchant, was in Detroit on a business trip last week.

From the mercantile business or traveling salesman's profession to the real estate business seems to be the most logical jump in Detroit. Many former business men in other pursuits and ex-traveling representatives are now engaged in the real estate busi-

ness and in most cases are successful. Among the latter class is Fred J. Keil, Jr., former dry goods salesman representing Burnham, Stoepel & Co. for a number of years both in the city and State. Mr. Keil is associated with F. S. Stoepel & Co. in the New Dime Bank building. Mr. Stoepel was also formerly connected with Burnham, Stoepel & Co. and has made an enviable name in real estate circles for himself. Both Mr. Stoepel and Mr. Keil are well-known to many merchants throughout the State. The friends of both young men will, undoubtedly, be pleased to hear of their success in their new field of endeavor.

Last Saturday Frank Hutchinson, the jolly veteran traveling man who represents A. Krolik & Co., was telling what was supposed to be a semi-religious story. According to the big fine feeling fellow, the principals in the story were a Hebrew priest and a Catholic rabbi. And still the wielder of the blue pencil—in other words the editor—accuses us of knowing nothing about religion or anything pertaining thereto. Must be he never heard of big Frank Hutchinson.

One advantage of the Russian names is that the poets cannot find words to rhyme with them.

"Jack" McDermid, of Columbiaville, was in the city last week on a combined business and pleasure trip. Jack is now assisting his father, B. E. McDermid, in the management of his general store. Until a few months ago Jack was employed by Burnham, Stoepel & Co. and anyone who has lived in Detroit has at the very least got to return to take a look periodically. While living in Detroit Mr. McDermid made many friends who are always pleased to see him.

J. E. Mulleavy, formerly of the Highland Auto Sales Co., is now connected with the Loveland Co., corner of Palmer and Woodward avenues. Mr. Mulleavy is a veteran in the automobile business and is well-known in Detroit and to many of the automobile people in other parts of the country.

There are thirty-three varieties of olives grown in the world which is our idea of nothing to worry about.

H. L. Proper, of Grand Rapids, wishes to deny through these columns that he is dead; in fact, just to prove he isn't dead he smoked a cigar in our presence. Here's how the story got abroad regarding the demise of this agile young man: Mr. Proper was formerly manager of the mercantile department of the R. G. Peters Salt & Lumber Co., at East Lake. When the plant closed down permanently a short time ago he moved to Grand Rapids where he is now managing the grocery department of the I. M. Smith Co. When the pope died, some one who first heard the news mentioned it to a neighbor who was slightly deaf. The neighbor understood this informant to say "Proper" instead of "pope." Everybody in East Lake and vicinity knows and likes Proper and in a few minutes the news had spread announcing that Proper had gone to his reward. H. L. says there's nothing to it whatever, and by heck, we believe him.

J. B. Sperry, of Port Huron, was in Detroit in the interest of his department store.

Several hundred advertising men and manufacturers invaded Detroit last week. Besides the manufacturers who are interested in the advertising men's work, there were 600 Adcraft members present. The slogan of the meeting was "Sell America First." Speeches were made by some of the greatest advertising experts and newspaper men in the country.

Other business places that were destroyed by the fire in New Haven that nearly cost W. R. Twiss and family their lives were S. T. McCallum, hardware; Sanford Bennette, groceries; Claude Tessman, barber shop

and pool room; Chas. Kielblock, garage; the Bates hardware store and other buildings and barns. Owing to the close proximity of New Haven to Detroit, many of the business men are well known to local jobbers and manufacturers.

William C. Marx, druggist, 1641 Mack avenue, accompanied by his wife, has returned from a two weeks' trip through the South.

The opening party of the season given by Detroit Council proved more successful than was anticipated. Ordinarily, the early parties, owing to the mild weather, are not conducive to bringing out members and their friends. Last Saturday night proved an exception to the rule and a good sized crowd was in attendance.

"Evidently," says Joe Kain, "the bottom has fallen out of the lumber market, judging by the huge planks attached to each key that belongs to the Whitney Hotel in Ann Arbor." From which we should judge that "Hildy," the popular boniface of said hotel, is taking no chances on the boys carrying away the keys to the rooms. The above remark attributed to Joe Kain was not made by Joe Kain. "Buck" Murray was responsible and requested that we place the blame on the son of Erin.

Detroit is not the only city which is having new and up-to-date stores built. From Caro comes the report that Turner & Riley, the well-known hardware merchants, are having a fine new store erected, which, when completed, will be one of the largest and finest equipped hardware stores in the Thumb.

The war in Germany will not affect the local rubber stamp business to any extent. It is understood that there were sufficient stamps on hand reading "Made in Germany."

J. M. Wetmore and Hugh S. Quinn, two young men who are very well known automobile dealers, have taken the agency for Saxon cars in the Detroit territory. The organization known as the Wetmore-Quinn Co. is located at 279 Jefferson avenue. Connected with the company is R. H. Pettibone, who has been connected with the sale of Saxon cars for some time.

Wafted down from the Thumb is the news that George E. Paige, the Deckerville hardware merchant, has just returned from a four weeks' motor trip through Illinois, Missouri and Indiana. Mr. Paige was accompanied by his family and, according to our informant, all returned looking "fine and fit."

J. Cuckie has opened a new dry goods and furnishing goods store at 611 Riopelle street.

Last Saturday Sidney C. Pungs (Burnham, Stoepel & Co.) attended the ball game. During the course of the game the management, because some one presented Sid with a number, handed him a ticket for the game following. While Mr. Pungs is otherwise normal and his faculties are in good repair and condition, we cannot help passing the remark that he is a fool for luck.

George Gougeon, proprietor of a department store in Bay City, accompanied by his wife and Charles Miller, was in Detroit last week on a business trip.

The Kline Co., which conducts a large ready-to-wear store on Woodward avenue, celebrates its third anniversary in Detroit this week. The special feature of this store is the sixth floor, which is devoted to children's wear exclusively. The walls are covered with nursery pictures done in water colors. One section contains a play ground with swings, etc., for the children. Toys were given as souvenirs.

Robert H. LaPorte, formerly of the Franklin Automobile Co. and the Hartford Rubber Works, has been appointed traveling representative for the Scripps-Booth Co., of this city,

and will represent it in the Southern and Eastern States.

Frank Minnie, of Port Huron, representative for Edson, Moore & Co., man of means and ardent U. C. T. supporter, was in Detroit last week. Frank's name may be Minnie, but he's a shark when it comes to salesmanship and making and holding friends.

Bill Dillon, Standart Brothers' representative, while in Uby last week attended a chicken supper. Do not misunderstand us, dear readers, the supper was given by a church society and not by chickens. Attending a chicken supper is not worthy of special mention because traveling men do that at every opportunity, because the change from the usual hotel fare is most pleasing and again the saving is from 25 to 50 cents. Where Bill comes in for the special mention is the fact—so we were informed but have not official proof—that at the supper he ate three chickens. What would such an Irishman do if he were turned loose into a family mess of corned beef and cabbage?

The Detroit Convention Bureau has booked several conventions as far ahead as 1920, which shows that some organizations are so anxious to meet in Detroit that they will take no chances.

John Howard, well-known as the manager of the Boyce Hardware Co., of Port Huron, resigned his position with that company on October 1 and will leave with his mother for Florida on October 15 to personally look after some fruit orchards owned by the family. The news that Mr. Howard is to move to Florida will be received with great regret by his many friends, but all hope to have him return if for no other reason than to again clasp hands with them, which, by the way, will be some undertaking because his friends can be counted by the score.

Adrian, noted throughout the country as belonging to the "select" progressive cities, is holding a gala week beginning to-day. The merchants have donated the use of their store windows for the display of the products of the factories and farms of Lenawee county. The celebration, which is given for the benefit of the county, will continue for three days, 7, 8 and 9, and will end with a masquerade on the city's down town streets on Friday night. As a city of hustle and advertising methods the example of Adrian might well be emulated by other towns. It pays to advertise and get in personal touch with the residents of the local and surrounding territory to a market by the business men. The merchants of Adrian are responsible for the festival.

Ralph P. Merritt has joined the sales force of the King Motor Car Co. and will act as district sales manager in Northwestern Ohio. The acquisition of Mr. Merritt should prove a boon to the King Co., as he is an automobile man of ability and energy.

After the war is over some of our American heiresses will still possess a title, but then, possible, that will be enough to suit some of them.

P. C. Miles, general merchant of Amy, was in Detroit on a business trip last week.

The Hyatt Roller Bearing Co. has purchased the vacant property at the southwest corner of West Grand boulevard and Cass avenue and will erect a general office building.

Fifteen hundred men interested in the motor truck industry, both as users and manufacturers, will attend the convention of the Motor Truck Club of America this week. The convention will be held beginning October 7 and lasting until October 10.

The Naughton-McKay Electric Co. has leased the building at 70 Jefferson avenue for a term of twenty years. The building was leased by John Naylor, who occupied it for a

number of years for his saddlery hardware business.

The allies will furnish individual towels to each of its soldiers, instead of the "company towels." Looks as if they have some traveling men in the army.

Called up F. J. Moutier, Grand Conductor of the U. C. T. of Michigan, for some news items. "Nothing out this way," said Fred. "Only excitement I've had was that I had to climb a tree to bring down my cat." Which takes up just as much space as a funeral notice and isn't near as heart-rending.

At a party given by Council, No. 9, last Saturday night it was customary to encore after each dance. After one particularly pretty dance, accompanied by a catchy bit of music, it was noticed that the traveling men did not encore. "What is the reason?" asked a young lady who attended the party. "Oh," remarked "one" of them, "the men were dancing with their wives."

The Ellis Engine Co. has leased the new factory owned by Stand & Bridge, for a term of ten years. The building is located on East Grand boulevard and Oakland avenue, has a frontage of ninety feet, is 110 feet deep and contains 2,000 square feet.

S. B. Rice, general merchant of Elkton, where he has been in business for a number of years, was in Detroit on a business trip last week.

From Shelby comes the news that Milton Steindler, the talented contributor to the Tradesman, would score a greater success as a pop corn vendor if he dressed for the occasion. Undoubtedly, M. S. will understand the foregoing statement better than the writer or the readers do.

Sam Foreman and R. F. Beach, well-known local automobile men, have taken the Universal Motor Truck Co. agency for Detroit and Wayne county, the offices being located at 500 Theodore street.

Henry Lipshield, the well-known Onaway clothing merchant, was in Detroit last week attending his wife, who underwent a serious operation at one of the local hospitals. Mr. and Mrs. Lipshield's many friends will be pleased to hear the operation proved successful and that Mrs. Lipshield is entirely out of danger at this writing.

The P. O. receipts do not show any signs of a business depression in Detroit. They show an increase of \$18,236.59 over the month of September, 1913. The receipts for September, 1914, were \$265,428.09, and the P. O. makes a good business barometer, say we.

Begging a customer for an order would hardly make a man subject to the vagrancy laws.

Alfred Easter, manager of the Detroit Creamery Co., left last week for a business trip in the East.

One of the nicest little pastimes indulged in by the political candidates is that of assailing, verbally, their opponents.

Cadillac Council holds its regular monthly meeting next Saturday night, October 10. It is earnestly requested that as many members as possibly can attend, as matter of vital importance will be brought before the Council.

Charles Klaffke (Burnham Stoepel & Co.) in a spirit of mirth, at a party last week introduced his feminine company as his wife. Naturally, the married men present could see nothing mirthful connected with such a joke—it looked more like a tragedy to them.

We still maintain that the present officers of the Detroit U. C. T. councils are not responsible for any of the work connected with writing the Detonations page.

James Mostellar, manager of the Saginaw office of Edson, Moore & Co., was in Detroit last week.

I. Carroll, chief of the reception

committee for Edson, Moore & Co., and one of the most popular employees of that house, says that she (I stands for Irene) once knew a fellow that never made but one mistake—and that was the biggest mistake a person can make—doing nothing.

Again let us remind you to vote NO on the constitutional amendment to the insurance laws and tell your friends to vote NO and tell them to tell their friends to vote NO.

The A. C. Knapp Co., manufacturers of automobile tops, slip covers and hood warmers, has purchased the factory and equipment of the Michi-Buggy Co. The acquisition of the new factory makes the Knapp Co. the largest manufacturer of its kind in the State. The general offices will be retained at the original plant, 1735 Mt. Elliott avenue.

Carleton E. Worfolk, formerly of the H. M. & R. Shoe Co., of Toledo, has been appointed advertising manager of the Regal Motor Car Co. Mr. Worfolk, who is well-known in the city, where he formerly lived, was a former newspaper man.

Another pleasing feature of this good old United States of ours—It is 3,000 miles from Europe.

James M. Goldstein.

Honks From Auto City Council.

Lansing, Oct. 6.—John Newton, formerly with Perry Barker Candy Co., is now working the city trade for Graves & Evans, at Battle Creek.

James F. Hammel was present at our Council meeting last Saturday night and gave a very comprehensive address on the proposed amendment to the constitution relative to insurance and explained in detail why we should vote against it at the coming election.

Mr. and Mrs. George O. Tooley visited relatives at Ovid yesterday via the gasoline and rubber route. Two punctures and one blowout were the only difficulties experienced.

Mrs. D. J. Riordan and children have returned from a two weeks' visit at Chicago.

From reading last week's issue we infer that a very good way to commit suicide would be to write some poetry for the Tradesman and deliver it personally.

Within the next few months Jackson will lose one of its foremost citizens and Council No. 51 will be collecting dues and assessments from another non-resident members. (Mr. Pringle will move to Mulliken.)

Edward D. Glancy, one of the prominent members of our Council, divides his time with two different firms and is meeting with splendid success in both lines. Eight months of the year he represents the Michigan Knitting Co. and the remainder of his time is spent with the Michigan Skirt Co. Mr. Glancy attributes his continued success to the reason that when times are dull he confines his efforts to the small towns rather than the large cities.

Sidney De La Vars (Grinnell Bros. Co.) stood the required test last Saturday night and is now a full fledged U. C. T. and a member of our Council. He leaves this week for a three months' trip through the Eastern States.

F. D. Engle (Alma Motor Truck Co.) is meeting with continued success in his new line, and, incidentally, is getting to be something of a driver. Yesterday he brought through from Alma to Lansing one of the largest in the line, and we accepted an invitation to ride with him from St. Johns, a distance of twenty-two miles, which was covered in one hour and ten minutes. Some truck.

Mrs. F. H. Hastings went to Indiana last week to meet her husband and will travel with him for ten days. Fred covers his territory with a ford car and is finding better success that he expected.

By reason of a complication of errors on the part of a local laundry and the absent-mindedness on the part of D. J. Riordan, a good joke is going the rounds. If you ask Dan about it he will pass over a good cigar rather than explain.

The familiar sight of seeing E. J. Evans (the veteran traveler of our Council) with candy samples may be seen again in the near future. Beginning sometime this week he will solicit orders for the Perry Barker Candy Co. in territory formerly covered by John Newton, now with Graves & Evans of Battle Creek.

The Lamb Hardware and Implement Co., of Vermontville, recently disposed of \$1,000 worth of kitchen ranges in three days, following a little clever advertising.

A very enjoyable event in the U. C. T. realms occurred last Saturday night, the occasion being the first Bohemian supper of the season served by our Ladies' Auxiliary just previous to opening the Council meeting.

H. D. Bullen.

Ernest I. Bates, formerly in the musical instrument and sewing machine business at 843 South Division avenue, has opened a grocery store and meat market at 841 South Division avenue under the style of the Peoples' Cash Grocery & Market.

W. H. Potter has purchased the grocery stock of Max and Emma Birkholz, 609 Lyon street. Mr. Birkholz states that he contemplates opening another grocery in the city and is looking about for a favorable location.

Max Drucker, shoe dealer at 446 Bridge street, has opened a branch shoe store at 355 South Division avenue under the management of his son, Jake Drucker.

The Proudfit Loose Leaf Co. has increased its capital stock from \$20,000 to \$60,000.

Objections Did Not Apply.

She—Oh, mamma objects to kissing.

He—Well, I'm not kissing your mother, am I?

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

In the Matter of Mrs. W. S. (Nellie R.) Godfrey, Bankrupt.

Notice is hereby given that, in accordance with the order of this Court, I, or the trustee hereafter to be elected, shall sell at public auction to the highest bidder on Friday, the 16th day of October, 1914, at two o'clock p. m. at the store formerly occupied by said bankrupt, at Hastings, Barry County, Michigan, the stock of merchandise, store furniture and fixtures, and the accounts receivable of said bankrupt. Said assets are inventoried at cost price at \$6,207.06, and are appraised as follows: gentlemen's furnishings \$1,898.67, hats and caps \$520.72, clothing \$1,376.60, furniture and fixtures \$170.00, accounts receivable \$225.00, total \$4,190.99. The stock is in excellent shape, and considering the condition thereof the appraisement is regarded as quite low. An itemized inventory of said assets may be seen at the office of Otto Weber & Company, 28 Ionia Ave., S. W., Grand Rapids, Michigan, at the office of the Referee in Bankruptcy, Houseman Building, Grand Rapids, Michigan, and will be on hand at the store the morning of the day of sale—when the stock will also be open for inspection.

Said sale will be for cash and subject to confirmation by this court; and notice is hereby given that if an adequate bid is obtained, said sale will be confirmed on the 22nd day of October, 1914.

Dated October 6th, 1914.

Otto Weber, Receiver.

Hilding & Hilding, Grand Rapids, Michigan, Attorneys for Receiver.



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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Five dollars for six years, payable in advance.

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Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 7, 1914.

DISCOURAGEMENT AND HOPE.

When the war broke out, there was a disposition in many quarters to assume that, since we were the one great commercial and industrial nation left at peace, we should necessarily experience a revival in trade, because our producers would get the business which European producers were bound to lose. Whether this view was right or wrong as to the longer future, the mood then prevalent has just now been replaced by a mood of undoubted discouragement.

It is needless to recount even briefly the factors that make diagnosis of the future unprecedently difficult at this time. They are so well recognized every where. Perhaps the main criticism that might be made on the present mood is that possibly too much weight is attached to uncertainties. In the steel industry, for instance, there has always been a substratum of demand. It has never been the case that demand has been entirely lacking, however unpromising the outlook.

Even at the present time, the outlook cannot in all respects be considered unpromising. The handicap which business is laboring under to-day is not so much fear for the future or doubt as to our real opportunities, as a present throttling of activity, because funds for improvements, and even ordinary banking accommodation, are withheld. The mental attitude of the average man is produced not only by what he fears, but by what he feels, and therefore there seem to be possibilities of an early improvement.

No one disputes the fact that the great stimulus which the harvest results would, under ordinary circumstances, have imparted to industry are likely to be impaired by the financial and commercial injury caused to this country by the outbreak of Europe's war. But it must also be taken into the reckoning that the war, while in the long run not checking our wheat exports at all, has added upwards of 25 per cent. to the price which the farmer gets. In a round-about way, therefore, the same thing is happening in the American grain trade as happened when Europe's own crops failed, in the face of our own great harvests of 1897 and 1898. Some

of the good results which that situation then brought about in American industry and finance must be felt on this occasion. If so, the iron industry, so often the barometer of general trade, may easily be among the first to experience improvement.

The assertion that the German fleet is "as good as wiped out" because it is bottled up until such time as the British navy may see fit to "dig the rats out," hardly accords with the facts. If there were no German ships afloat, the task of the British fleet would be vastly easier. Its blockade duty would be insignificant, its heavy ships would be released for service in the Mediterranean, and still larger contingents of marines and sailors would be available for duty with the army. More cruisers would be free to pick up the wandering German ships in the seven seas. As it is, Jellicoe's fleet is under a tension the severity of which cannot be overestimated, due to the incessant dread of attack under water or overhead. Again, the fleet does not know at which end of the Kiel Canal a raid in force may be suddenly attempted by the Germans. It is, however, true that Germany's coast would be just as safe from attack if it did not possess a single battleship or armored cruiser. Her shoal waters now mined, unmarked, and in darkness, are her first protection, and her tremendous forts and coast defenses are her second line. To force both of these would take a very large body of men and of ships, and the "digging out" process would cost a terrible price. However easily newspaper strategists may be disposing of the German vessels and rightly dwelling on the advantages of the control of the seas England exercises, the British fleet would be vastly happier if those trying "rats" were not there.

The Berlin Union of Grocers and Dealers in Delicatessen has addressed a petition to the municipal authorities protesting against the maximum prices lately fixed for flour and salt. In the first days of mobilization, the petitioners say, such a maximum may have been necessary, as a warning to unscrupulous dealers, but as a permanency, prices may safely be left to the law of supply and demand. A maximum price which does not take in account differences in quality, is sure to work unjustly, and, as a matter of fact, in spite of government regulations, prices of foodstuffs in various parts of Germany have gone up and down automatically in obedience to existing conditions. The Berliner Tageblatt's comment on this petition is that the Municipal Council neglected, in fixing the last prices for flour and salt, to consult the Berlin Chamber of Commerce, and that perhaps it would be wiser henceforth to make the maximum price good for a week only, and then get the advice of experts as to the expediency of changing the figures.

The way to develop confidence is to assume that you are competent to handle any class of trade.

NEW ECONOMIC PRECEDENTS.

Perhaps the most frequent comment, made nowadays by business men and bankers on the financial situation and their policy regarding it, is the remark that the situation is one in which we have no precedent to guide us. It needs a bit of reflection to understand just what and how much that means. A successful banker or business man acts on the basis of experience and precedent. He may do so unconsciously; in that case, people call it "business instinct." But he also does it consciously and deliberately. The above description of the present state of things could certainly be applied to no situation which has arisen during the past half century.

It probably did apply, in both directions, to the outbreak of our own Civil War; for that even created a situation wholly unprecedented in every respect for this country and impossible to judge or measure by rebellions or civil conflicts in other countries. Therefore, it was quite natural that the Northern business community of 1861 should for some considerable time have been paralyzed with uncertainty. Treasury and markets and banks and merchants simply seemed to be standing still and groping—a comparison which could not unfairly be applied to the attitude of bankers and business men, at any rate, since the outbreak of this present war. The one central fact which the business community grasped in 1861 was exactly the kind of fact which it grasped last month. It was evident then, with the South in arms, that cotton was one of the most valuable of all commodities to possess, and the same fact was recognized last month with wheat. Only, the commodity of 1861 was favored because foreign markets could not get it; that of 1914, because they had to have it.

But when such obvious deductions as these were disposed of, the real difficulties in the way of applying precedent to the extraordinary political, military, and economic situation began. One principle, which at first seemed to have wide application in the light of precedent, was this—that impairment or failure of the export business of one country gives immediate opportunity for another exporting state.

In case of a harvest failure in an agricultural exporting state, the principle evidently operates. It doubtless will operate largely this time, in the matter of manufactured goods. But the precedent has thus far at least missed fire rather badly, through the opposing influence of the financial damage caused by the war even to neutral importing states, and through the wholly unprecedented complications into which the market for international exchange was thrown as a direct result of the European war.

Another matter of precedent, seemingly bearing on the extraordinary Stock Exchange situation, is the principle that prices and values, in a panic week, reach low level for the period. Even if the subsequent course of events in business and finance brings

about a series of catastrophes, experience teaches that the lowebb of depression on the markets will have occurred on the day of panic, when the financial situation seemed desperate and no measures of relief were in sight. Application of such measures has always in the past caused a violent recovery in values, because absolute financial helplessness had been reflected, and the worst that could possibly happen had been "discounted," in the decline of panic.

Now July 30 was a panic day. July 31, if the stock exchanges had stayed open, might have been a worse one. But the relief measures were at once applied, and on a scale never before dreamed of, on every market of the world; therefore ordinary precedent would suggest that a very vigorous recovery should have ensued. With the Exchanges closed, we do not know whether that precedent would have prevailed or not. But the elements in the situation which in the eyes of the average man impair the analogy are, first, that never before have so many great markets been simultaneously struck with desperate panic; second, that never before have all great markets been cut off from communication with other markets owing them huge amounts of capital, and finally, that one of the most effective relief expedients was the moratorium, which may have only postponed the forced liquidation.

There are other cases of precedent which only partly fits. The unbroken rule, that bumper grain harvest in face of a European shortage means great prosperity at home, is one. But no instance of the sort has ever occurred when another great crop, for which a large production was insured, seemed to have lost its export market, as cotton seems for the present to have done, in consequence of the very war which has raised wheat exports to such heights. Another familiar principle, that slackening trade means accumulation of idle capital and easy money, is offset by the obvious fact that certain great foreign nations have all but ceased to accumulate capital, and are heaping up prodigious war debts.

All of these problems will, in due course, reach solution. We shall find undoubtedly that in most of them old precedent has still applied, despite the seeming presence of absolutely destructive influence. We have not yet been cut off from the natural and habitual working of economic forces, any more than we were when Wall Street claimed to have discarded them, in April, 1901. But since the phenomena of the period have been so largely new, we shall probably also make some new and important economic precedents.

No wise employer is going to make a long-time contract with a clerk on the strength of what he does the first week or so. Any new broom sweeps clean.

To stretch the truth in an advertisement in the hope of attracting more attention may succeed in attracting attention and in repelling trade.

WHAT ADVERTISING DOES.

There is a tendency on the part of some dealers and manufacturers to make a boast of their opposition to advertising. The stock argument in all such cases is that they put their money into the goods and not into the magazines, newspapers, or posters. They pose as the sole survivors of the altruist in business, and darkly hint at the villainy behind the great enterprise whose single motive is to hoodwink the public.

There are no altruists in business; if they are they don't stay there long. When they have money enough they get out of trade and found philanthropic institutions, and if they haven't enough money they go broke.

Twenty-five or fifty years ago a standard bar of soap sold for 5 cents. To-day the soap makers are among the largest advertisers, and a standard bar of soap is still 5 cents. It is better soap to-day than it was a quarter or half a century ago. Modern chemistry and economic production through the means of ingenious

Representative Goodwin, of Arkansas, has introduced in the House of Representatives a joint resolution authorizing the President to appoint a National Marketing Commission, to be composed of twenty-five members, fifteen of whom shall be farmers and ten of whom shall be selected with reference to their eminence in commerce, law, finance and transportation. The resolution provides that this commission shall meet in Washington at a time designated by the President and "adopt a plan of action for the effective organization of the states, counties and localities of the United States for the economic distribution of the products of the farm, with power to act insofar as affecting individuals and organizations that shall elect to become a part of this National marketing system."

mechanical devices have been responsible for the improvement of quality and increased output. Advertising has disposed of the surplus, and while the profits are less to-day, the maker sells infinitely more, and so the problems of quality and price are solved.

The representative for an advertised product finds it easier to sell his wares than does the salesman for the house that uses no publicity, and so the basic emoluments of the former are usually less than those of the latter. This does not mean, however, that the specialty salesman always makes less money. As his line is easier to sell, his total sales are large, so if his pay is based upon his yearly business, his income may be much larger than the pay of the salesman whose work is harder but whose annual sales are less.

The result of this condition is, however, that the advertiser can "travel" men for less money than can the house which does no advertising. If this is true, it is but another and a strong argument in favor of the advertised product. It proves that the one large item of sales expense alone

is lowered by the use of publicity; it is evidence that wherever the advertising has added to the cost of doing business, a proportionate or a greater reduction is found in another direction.

RHEIMS.

The Rheims that was the consummation of chivalric beauty is not destroyed, but doubly desecrated, degraded into a mere term of infamy to brand the once proud German name.

Strictly speaking Germany may not seem responsible for this outrage against all civilization. Yet if Germany, who now follows blindly her military caste, does not wish to share its shame, let her repudiate its deeds. Only by protest against the shelling of Rheims Cathedral can Germans and German-Americans retain for the Fatherland something of her title to rank as a civilized nation.

Highly schooled, Germany unquestionably is, but evidently that schooling has developed no respect for humanity, nor for its accumulated treasures of art and intelligence. Monuments unique in beauty, which were consecrated as among the choicest and apparently most permanent delights of mankind, must be shattered to gain a momentary advantage, or to salve the chagrin of defeat. The officers who burn university libraries and shell Gothic cathedrals are in no sense civilized men, but merely particularly efficient, hence particularly dangerous, savages. The plain duty of civilization is to exterminate such outlaws before they have done other irreparable outrage.

Compensation or reprisal for the wonder that was Rheims Cathedral is unthinkable. Were reprisal desired by generous France, the destruction of all the cathedrals on German soil would not atone for one Rheims. Money compensation would be a greater mockery. A partial and very inadequate retribution might be exacted, in the final settlement, from works of art in German possession. To distribute all the foreign art in the Kaiserfriedrich Museum between Belgium and France would be insufficient indemnity for Louvain and Rheims; it would at least be repayment in kind. The quicker retribution has already come in the detestation which lovers of the beautiful the world round feel for the Germany of militarism.

It is a grand thing to attain one's life ambition. There are countless thousands who fail in the attempt. Perhaps it is because their ambitions are too high and they demand too much. An Owego, N. Y., undertaker who just celebrated his 79th birthday, is going to retire because he has attained his ambition, which was that of conducting the funerals of more persons than the total population of his home town. This week he conducted his 5,445th funeral and as the present population of Owego is slightly over 5,000, he determined to retire before the town grew any larger.

Let Market Extension Begin at Home; Buy Goods Made in the U. S.

From an American viewpoint the European war has wrought one good thing: It has stimulated tremendously an introspective survey of American export trade, causing the manufacturer in the United States to analyze, as he never has before, the opportunities presented for market extension abroad and the means whereby he can prepare himself to participate in an increased foreign trade in American wares.

But, important and commendable as these developments are, a single truth stands boldly in relief: MARKET EXTENSION SHOULD BEGIN AT HOME.

The merchant of the great city and the merchant of the small town know that for many years the American people have had a blind penchant for foreign-made goods. Anything from a hat to a jackknife must have a for-

lightly. More than one prima donna from the ranks of an ordinary family has taken a foreign name on coming back to her own country. Innumerable American families have sent their sons abroad for education, not so much because of the real benefits that accrue to anyone from travel and resulting broadened experience as because they have the idea that American universities are not good enough, although many American universities and colleges are training large numbers of young men and women from all parts of the civilized world and in many respects American educational institutions do lead the world.

American artists know that, as a rule, they must expatriate themselves and make their reputations in Europe before they can expect to enjoy the usual standing in the United States.



eign label to be salable to a very large percentage of the population. So strong has such prejudice grown that some less principled American manufacturers have attempted to meet it by putting foreign labels on their products. And thousands of American citizens have gone abroad to buy goods that could be had in better grade and at lower cost in the United States merely to be able to say that their purchases were made abroad. Not a few have carried this curious brand of "patriotism" still further by smuggling their purchases, beating the Government out of its legitimate revenue.

The time has come to put a stop to such practices, to correct the abnormal National mental condition out of which they arise. The time has come for a countrywide campaign to keep American trade at home, to educate the American people to buy American made goods, to extend our trade in the United States by showing the American consumer that quality is more important than a foreign label, by educating him to an appreciation of the fact that our American factories turn out some of the world's finest goods.

In education, in art and music, in science and in too many other branches of human activity Americans are prone to regard native products

And so it has been throughout business and the professions. A foreign stamp has come to be regarded as evidence of superiority, in spite of the fact that the shoddy, in men and materials, is less prevalent in America than anywhere else in the whole world.

The time has come to overturn these ideas—to develop among our people a newer and broader patriotism, practical in its character, looking toward American support for American industry.

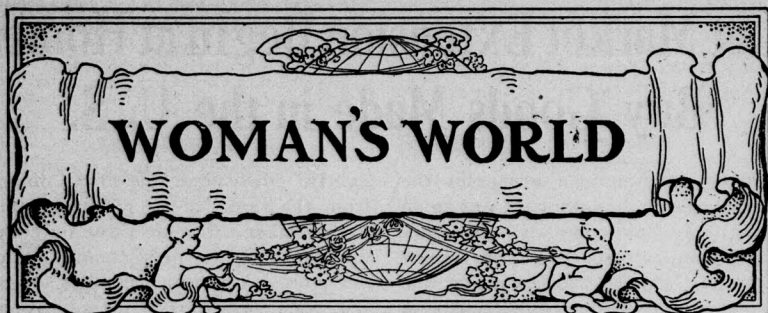
The foreign-made goods that are superior in quality, that are more reasonable in price, make a legitimate appeal to the American pocket-book. But the label that testifies to foreign manufacture of itself means nothing and should no longer be permitted to exercise a tremendous influence on American trade.

Let market extension begin at home; let American goods enjoy free opportunity to compete for American favor; do away with prejudice, and American industries will take on new life.

American goods are good enough for Americans.

Insist on having them when you buy!

Honor the American label as you do the American flag!—American Lumberman. (Copyrighted).



Who or What Drove Harry Long to Embezzlement?

Written for the Tradesman.

The story is a sad one and sadder yet because such events are of all too common occurrence. Many other towns and cities no larger than K— can furnish an almost exact counterpart of it.

When Harry married May Downing five years ago, it was voted the most brilliant match of the season. Both were bright, handsome, and moving in the highest circles of society. May was the belle of K— and Harry, while the son of a widow in very modest circumstances, held a responsible position with a large manufacturing concern, stood in great favor with his employers, and was regarded by all as a very promising young man.

He had charge of the cash and it was the old case of defalcation, of appropriating the firm's money to his own use. For a time he succeeded in concealing his illicit loans. When discovery was made the amount he had taken was not large and the President of the firm, who was especially fond of Harry, felt sure that the boy had thoroughly intended to replace the shortage and so urged leniency. His kindly wishes prevailed and the unsavory occurrence was kept still. Harry was allowed to retain his position, and so great was the confidence reposed in him by his employers that they were sure he would make good and redeem himself from dishonor.

Time moved on. Harry and May had begun on a scale of living entirely beyond their income. The effort to keep up with their set in society entailed greater outlay as the years went on. To less harmful extravagances there were now added on Harry's part a little, just a very little, dissipation and gambling, indulged in, however, only in a social and fashionable way and outside of business hours. He was all the time broke, his salary always overdrawn, and there came a day when he simply had to have \$300 or stand disgraced before his clique. He took it from the firm.

Other abstractions followed thick and fast. There was a reason for each, some real or imagined necessity behind each defalcation, often a bill for which a long-waiting and impatient creditor was pressing him hard. This time when discovery came he was several thousand dollars in arrears. He had no relatives nor other friends who could make up the money and so mitigate or annul the course of justice.

The officers of the company, feeling that their former leniency had been abused, prosecuted, and the young man who only a few years ago was the pride of the town, now faces a long prison sentence. The beautiful young wife, crushed and humiliated, has returned, with their only child, a little girl of three, to her father's home, her love embittered by her husband's ignominy. Harry's mother, who fairly idolized her boy, is heart-broken.

Not unnaturally she blames May and May's family. "My son was driven to it to meet his wife's constant demands for money," the old lady asserts with quivering lips.

Mrs. Downing always has been an extravagant woman and ambitious to hold a higher place in society than their means would warrant. Moreover it is the custom of the Downings to serve wine and champagne when they entertain their friends. In this they have simply followed the traditions of their kind and were innocent of any wrong intention. But on this point Harry's poor old mother is especially bitter. "He never tasted a drop until he fell into May's toils," she declares. "She and her people taught my boy to drink!"

"We didn't teach him to steal," is the answering recrimination of the Downings. "Nor to deceive and lie. Harry made May believe that his salary was almost twice as great as it was, so of course she thought she could afford to have things nice. If Harry had had any backbone, a little port and claret would never have sent him on the downward path. He has ruined my poor May's life."

It is only human for each side to defend its own; but in a case like this where a young fellow of good antecedents and hitherto clean record goes wrong, and that too when no one considered him as weak or especially likely to succumb to temptation, upon whom should be placed the responsibility for the grievous downfall?

Some one has said that everybody is to blame for everything, which is simply a clever way of expressing the truth that the cause of a great wrong seldom or never rests with any one person.

In this instance the directors of the company are deserving of severe censure, not so much for their mistaken leniency toward the first lapse, as for their willfully blinding their eyes to the patent fact that an employe having access to all their ready means was spending money far more freely than his salary would justify. When a bank cashier or teller is seen to be

going the pace, it is high time for the directors to put an expert on the books.

The plaint of the stricken mother that his wife and his wife's people led her son astray, while showing a mind somewhat narrow and provincial, nevertheless has in it a basis of stern fact. The social cup at the function graced by refinement and beauty, the drawing room game of bridge with its money stakes, present more dangerous lure to unwary feet than the corner saloon or the public pool hall. The young man whose home training has guarded him against the grosser temptations, may fall before the more insidious enticements that have a setting of elegant surroundings.

To attribute Harry's misdeeds entirely to his poor little wife would be cruelly unjust. His mother insists that had he married a different girl, one less ambitious to shine in society and of quiet tastes and economical habits, all might have been well. This may be true, but Harry Long passed all the quiet, economical girls unnoticed, in fact had no eyes for any one but beautiful, charming May Downing. He counted himself most fortunate to be the one to secure her hand away from her many other suitors, several of whom were wealthy. May's mother allows no one to forget that her handsome daughter "might have done far better than to take up with a young fellow like Harry Long, without a dollar to his name."

Looking at the matter in a fair and impartial light, neither the wife alone is to blame, thoughtless and extravagant and unmindful of consequences as she has been; or her people, although they have directly fostered and encouraged these tendencies in her; nor yet the unfortunate young man himself, who was so foolish as to make his fiancée believe that his salary was greater than it was, and then so weak as to take money that did not belong to him to fill the gap between his expenses and his income. Each is in some degree responsible, and each must bear a share of the blame and the shame that attach to the woeful affair. But it must be remembered that all of these people who now are feeling the sting of disgrace are the victims of the false standards that so widely prevail at the present day—standards that exalt outward show and luxury and lavish expenditure, and despise frugality and plain comfort—standards for which no individual is to blame, but rather society in general. These false standards are the real cause of the many sad tragedies resulting from attempting a two or three or five thousand dollar style of living on a fifteen hundred dollar income. Quillo.

Ven Der Vorlde Schmiles.

Smile und der vorlde schmiles mit you,
Laugh und der vorlde vill roar;
Howl und der vorlde vill leave you,
Und never come back no more.

Not all of us couldn't been handsome,
Not all of us haf goot clothes;
But a schmile is not expensive,
Und it covers a vorlde of woes.



Handle It
On Its Record

In all the years "White House Coffee" has been marketed, it has never been allowed to deteriorate in character or in quality. If you have followed its rise to its present top-notch position as the leader, you know we're right.

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids

Lily White's Great September

The month just past was the greatest and most glorious in Lily White's whole career.

We sold more flour than last year.

We sold more than in any month in any year since 1884.

A larger percentage of it went to the people of our own city and state than ever before.

It was all sold on the strongest guarantee we know how to make—"Your money back if not satisfied."

Not one person applied for money back.

Dealers handling Lily White have made good money and many new customers.

You do not have to pay freight on Lily White.

We prepay freight on all shipments.

Flour is quoted freight paid, and you know just how much it costs you laid down in your town without figuring the freight separately.

You have no freight bills to check up or pay.

We Pay the Freight at This End

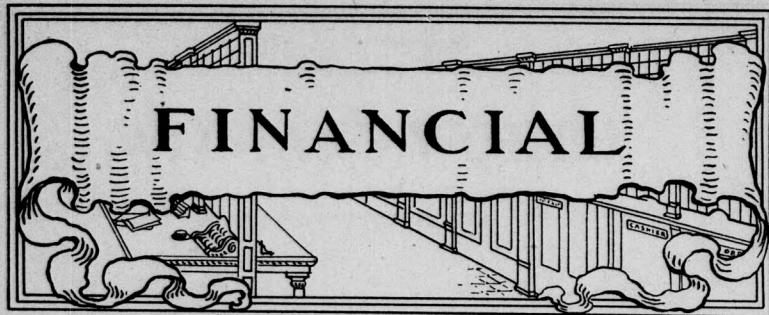
Our sales plan makes the dealer a profit sharer with us.

He gets a commission for selling Lily White.

Our advertising co-operation with dealers is very popular and gets results they can see.

Write for prices, sales plan, advertising helps, etc.

Valley City Milling Company
GRAND RAPIDS, MICH.



Grand Rapids, Oct. 2.—I note with pleasure your comment on the attitude of Vice-President Bender, of the Grand Rapids National City Bank, on the subject of increasing the current rate of interest beyond 6 per cent. and wish to register my approval of your position. It is a fact that we can take advantage of the present money shortage by "squeezing" our customers. Some shortsighted bankers are probably improving their opportunity to do so, but every time we permit our greed to get the better of our judgment, we make a lasting enemy for ourselves and necessarily create a prejudice against banks in general which time will never efface. Several men have come to me in this emergency with the remark:

"My bank has notified me that my rate will be 7 per cent. for a time. I shall pay it without a whimper, but as soon as this flurry is over, I shall transfer my account to a bank which will not stand for such methods and I shall use my influence with every institution I am connected with to do likewise, because I consider a bank which will take a mean advantage of a man in such an emergency as entirely untrustworthy."

This is only a sample of remarks I am listening to daily, all of which clearly indicate to me that what is true of individuals is true of banks—that those who sow the wind will reap the whirlwind.

The Tradesman gladly gives place to the above letter from one of the leading bankers of Grand Rapids in the belief that it accurately describes the situation. In times past the banks have found fault with some of their customers who sought and obtained 5 per cent. money from country banks and 4 per cent. money from Eastern money lenders, instead of paying the going rate. Now would be a good time for the banks to show their customers the bad logic of such practices by carrying them through the present stress without raising the rate. Customers who are well treated now will be slow to seek cheaper money when the era of high money has passed away; on the other hand, those who are made to feel that they have been squeezed will bide their time to make their present banking connection eat the bread of bitterness.

The stockholders of the two State banks at Brooklyn have arranged to consolidate. It is agreed that Edward Ennis, President, and Eben Horning, Cashier of the Farmer's Bank, will have like positions in the consolidated bank. Miss Anna Shekell, who was Cashier of the Culver Bank, will be Assistant Cashier. The Bank will occupy the new building on the east side of the street, now in course of construction. The capital stock will be \$50,000.

The Emmet County State Bank (Harbor Springs) shows footings of \$539,300.73, which places this bank in the half million class. Its capital is \$25,000.00 surplus and profits (all earned) \$37,936.12. Two strong features of this Bank are, that it owns no real estate and has no furniture and fixture account. Its healthy condition reflects the prosperity of the fruit growing district of the State and the close personal attention the officers and directors are giving to its affairs.

The United Savings Bank of Detroit is awaiting the decision of the Circuit Court in a case involving the withdrawal of a deposit of \$1,600. That sum was placed in the Bank by Mrs. Mary J. Bann, who later ordered that the account be made a joint one, her daughter, Mrs. Lillie May Pratt to have full right to draw against it. Mrs. Bann died and James R. McBready was appointed administrator. Both Mrs. Pratt and the administrator seek to draw out the deposit and the Bank awaits a ruling of the Court as to the proper recipient of the money.

Because of the lack of a market for bonds the Common Council of Muskegon Heights has rescinded an order for a special election scheduled for October 5 when it was proposed to vote on the issue of \$25,000 of waterworks bonds. The question of the issue will go over until the regular November election. The city will borrow \$3,000 at not to exceed 7 per cent., to be repaid January 15, 1915.

After a two months' trial of the opening of the savings banks of Detroit Monday night, instead of Saturday night, it has been found that although the business transacted Monday night is trivial compared with the volume which was formerly done Saturday night, the daily reports show that no business is being lost. In other words, the customers of the banks are accommodating themselves to the new conditions and are making their deposits and withdrawals during banking hours in the daytime. The Monday night plan, which was adopted to aid the Saturday night closing movement, will be given a thorough test for at least a year. In any event, the bankers say, there will be no return to the Saturday night opening.

The directors of the First National Bank of Eaton Rapids have elected J. S. Hamlin Cashier, and Murray P. Stroud Assistant Cashier. Mr. Stroud

United Light & Railways Co.

H-S-C-B

H-S-C-B

Write us for quotations on First Preferred 6% Cumulative Stock of the United Light & Railways Co. This stock is exempt from the normal Federal Income Tax to the holder, for the reason that the Tax is paid at the source. Send for circular showing prosperous condition of this company.

Howe, Snow, Corrigan & Bertles

Citizens 4445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.

4% the first year

5% a year for four years more, on real estate bonds secured by a first mortgage on one of the best located business blocks in Grand Rapids.

\$100.00, \$500.00 or \$1,000.00

Guaranteed by two wealthy responsible men.

Property worth twice the loan. Free from state, county and local taxes. Telephone or write, or better still, call on

The Michigan Trust Co.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

The Preferred Life Insurance Co. of America Grand Rapids, Mich.

The Services Your Business Account Owes You

- ☐ An unquestioned security.
City Bank resources amount to more than eleven million dollars.
- ☐ Uniform courtesy in all your dealings.
City Bank services are dominated by the ideal of courtesy.
- ☐ Counsel, suggestion, advice, when it is needed.
City Bank staffs are composed of business men practically equipped to give intelligent counsel.
- ☐ A willingness to accommodate customers.
The City Banks make loans to customers on satisfactory security.



**GRAND RAPIDS
NATIONAL CITY
AND CITY TRUST & SAVINGS BANKS**

began his banking career in Mason ten years ago under the tutorage of Mr. Densmore of the State Bank of that city, and is regarded as one of the most competent and successful bankers in Michigan. He was also in the new bank at Springport for a time, but has lately managed a private bank at Parma until it was bought by J. B. Hubert. Mr. Hamlin has been selected as Cashier more particularly on account of his long residence and extended acquaintance in Eaton Rapids and the surrounding territory, and to him will be referred the matter of loans. In other words he is to be the credit man.

The policy of Treasury authorities, in denouncing banks which are maintaining apparently large reserves, causes somewhat mixed comment in this section. It may be that some banks have pursued an unjustified course in the matter. If so, the reminder from Washington should have been useful. But there are two sides to the question, and snap judgment will not determine its merits.

With the country bankers, the warning of Secretary McAdoo regarding the hoarding of money by the banks has been received with varying views. Some have gone to their local papers with criticisms of the policy of giving publicity to the banks that have excessive reserves. One banker mentioned a country bank which had been named in the dispatches. "The action was unfair," said he, "because the condition of the little banks of the grain belt depends on circumstances. If wheat should again jump above the dollar mark, that bank's surplus of cash would be wiped out in a day. The idea that we should not hoard is right, but there are mighty few banks in Michigan that are not using every dollar they feel they can spare for their customers. The selling of wheat is helping the country and it is a good thing that it is going out slowly, for it means that farmers will have a continued income well into winter."

With few calls for money for new enterprises, and with land sales practically at a standstill, the interior banks are getting along easily, caring for their customers and having fair collections. The merchants are using some money to buy winter goods, and are willing to take considerable chance on trade. They are, on the whole, cheerful, and while not exuberant over the prospect, have confidence in the outcome of the season's business.

But it is the effort of the banks to carry along every borrower to the utmost during the summer which has had its fruit in a feeling of trustfulness as to their ability to handle affairs. While there is no encouragement of speculation, and while every banker cautions his borrowers against overextending credit, legitimate needs are met. The prospect is therefore brightening, and the fact that the clearings are holding up unexpectedly

well is an indication of the substantial situation as regards general business. It is a condition that encourages every customer and seems likely to continue.

Fined Fifty Dollars for Violating Anti-Tipping Law.

Kalamazoo should wage war on the army of persons who make it a point to almost demand tips for service rendered, even though they are paid for giving one that service.

Michigan is very slow in coming to the rescue of the unfortunate persons who are forced to patronize places where tipping is in vogue.

Other states have passed laws making it impossible for a porter or other servant to accept tips without being punished severely.

A representative of a Chicago house was in Jackson, Miss., a few days ago and was fined \$50 for giving a porter a 25 cent tip. It is not likely that this person will again attempt to grease the palm of any porter or bell-hop. A \$50 fine is not a pleasant thing to give up for the mere sake of handing someone a small piece of charge for dusting off a traveling bag or brushing a coat.

Why not start a little crusade right here in Kalamazoo? It might be the means of stopping a lot of tips that one is forced to hand out now in order to get only ordinary treatment.

A good Michigan law would do a great deal to aid in curbing this little sport that is now getting to be somewhat of a curse, and the sooner it is brought to a halt the better it will be for all concerned. Kalamazoo at least could work up a good reputation by starting the ball a rolling, and keeping at the thing until the matter is taken up by the State.

Traveling men admit that a great deal of their expense money must go for tips, and if they could get along with only giving half as many they would save a lot of money. Nowadays it's the barber, the shoe shiner, the porter, the bell-hop and in fact everyone in connection with a hotel expects a little sweetening.—Kalamazoo Advocate.

Ask for our Coupon Certificates of Deposit
Assets over \$4,000,000

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$400,000

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Wm. H. Anderson,
President
John W. Blodgett,
Vice President
L. Z. Caukin,
Cashier
J. C. Bishop,
Assistant Cashier

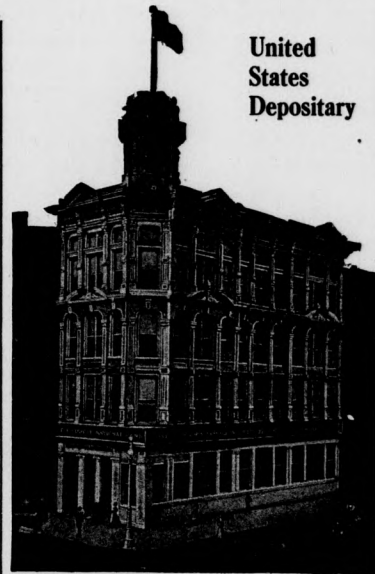
United
States
Depository

Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



This Company aims to make its charges reasonable—one charge is made for the services of all its officers and employees—in most cases compensation is fixed by law. In other cases it is fixed by mutual agreement. In all cases adequate and satisfactory service is rendered.



GRAND RAPIDS TRUST COMPANY

123 Ottawa Avenue, N. W.

Both Phones 4391



Good Method for Boosting the Boys' Department.

A new clothing store, which was desirous of making a special feature of their children's department, sent out about fifty letters to families in the neighborhood inviting the boys under 10 years of age to a party to be held in the basement of their store on a certain Saturday afternoon from 2 to 5 o'clock.

There games of various sorts were provided for the young guests, such as fish pond, a tank for sailing boats, shooting at a target, etc., all under the supervision of elders. At the close ice cream and cake were served and each child was given a souvenir before leaving.

Interest had been aroused all the week by a window devoted to the event, showing the games and contests to be enjoyed, and with numerous mysterious packages each labeled "Souvenir" distributed here and there among the other articles. There is nothing that draws like a mystery, and the concealment of the nature of the souvenirs to be distributed was the biggest kind of an advertising stunt.

It was understood that the parents or guardians would bring and call for the younger children, and their curiosity as to what the boys were to get as souvenirs was almost as great as that of the youngsters themselves.

The neighborhood was taken by surprise by the announcement of the party, and the window was thronged all the week. Several weeks after the first party it was repeated to another set of boys, different features being introduced to keep the interest alive. This was done until pretty well all the boys in the neighborhood had enjoyed the treat. It was the talk of the town for months, and the firm was convinced that they had hit upon a happy idea.

Another merchant in the Central States has an annual picnic for boys. There is a lake about five miles from his store, and he advertises this picnic about two weeks in advance. This merchant gets more advertising for his money through the crowds at this picnic, than any other advertising plan I have ever known. It is an annual event, and mothers and fathers go—and it is a gala day for a great many. Still it is known as "_____'s Picnic" and all he needs to do now is spend a few dollars for free lemonade and prizes for the various athletic events—and be there himself! The foot race, barrel race, potato race and swimming contests, the paddling in the tub, etc., all furnish plenty of

amusement for old and young. And as everybody has to bring something to eat, you well can imagine that "_____'s Picnic" has almost become a municipal affair.

A prominent clothier in a small town was well acquainted with the principal of the school and announced that he would give a suit of clothes to the boy having the highest standing at the end of the first half of the school year. As the semester ended about Christmas time, the prize would come in very nicely for the fortunate scholar. Immediately following the announcement the merchant filled his windows with boys' clothing and furnishings, and advertised that some studious school boy would select any suit in the window, and get it free. This was kept going for three or four weeks. About three weeks before the time appointed it was brought to attention again. This plan always seemed logical as a means of creating interest—the parents want their boy to win that prize, and it should be a familiar topic in nearly every home.

Another merchant obtained the names of boys through the school authorities. These boys were sent mail matter occasionally, and naturally liked it.

Now and then a premium plan is used—for instance, a watch or a jack knife or a savings bank is given with a suit of clothes for a certain length of time. The pictures are shown on the circular to make the interest keener. The boys are taught easily to remember these things and when clothing is in order, they surely will put in a good word for you.

Still another plan is to obtain the names of boys and then learn the date of their birth. On this birthday you simply write telling him that you know of the event, and that you have a present for him. Don't fear that he won't come after it—he will be there before you expect him. This plan usually brings the father along, too, and while it may cost you 30 or 40 cents for "charitable advertising," who will say that it cannot be made a winner if the merchant is wise enough to have a little visit with the youngster and his father? And this is your opportunity to make a friend and a customer. Don't leave it to one of the salesmen—don't pass it over lightly—but "get right on the job" yourself and let the boy have a good look at the "boss." He will feel highly honored and very grateful—and when you can walk down the street of your town and have the boys all speak and think well of you, you have something to be proud of.

Other plans have been presented—and argued pro and con—but the most frequent question is whether circular matter or letters should be mailed to the boy, his mother, or his father. Common sense should settle the question.

If the boy is still in his mother's care—not going to school, or just beginning—and your message is given over solely to wording, send it to the mother.

If the message concerns some gift—something that you know will vitally interest him—send it to the boy.

If the matter contains samples of suitings or a strong selling argument, send it to the father.

Your plan of action should determine to whom the letters should be mailed—and you should grasp readily the advantages of the situation and mail your matter where it will bring quickest response. But always remember the father is a busy man and probably receives many such articles of mail—covering other lines, perhaps, but circular letters just the same.

Never send the mail to the father at his business address. You must get him at home—where the boy is.

These few plans are presented to furnish an idea to some enterprising merchant who finds business lagging in boys' clothing.—Clothier and Furnisher.

Advantage of Protecting the Jaw.

The vulnerable point of the prize-fighter for which his opponent reaches at the first opportunity is the jaw. One good punch in that locality, and down goes the aspirant for the championship with his hopes blasted for that occasion at least.

So well understood is this fact that the merest novice in the prize ring guards his chin as jealously as possible, while he is watching for an opening to reach the other fellow's jaw.

If business men could imbibe a little of this idea it would be for their good. In another way they are often "put to sleep" because of the exposed jaw. In other words, they talk too much. It is a good thing to be a fine and fluent conversationalist, but it is another thing to talk too much about your own affairs and those of other people.

Unless you are very sure of your ground it is better to be of a retiring nature than a too prolific talker. If you put in your oar where the subject is one with which you are not familiar you are likely to utter words of foolishness, and you get the reputation of having very little sense.

A man is judged largely by his words. If he says few, and they are to the point, he will come out all right. If he lets his tongue run away with him just because he has an unquenchable desire to hear himself talk, he offers an opening for some one to come back at him and show up his ignorance. This is hitting him on the jaw, and it hurts.

If there was a way to get a census of foolish talkers some of us might be surprised to see who were listed

therein. Because, until he gets the return blow in some manner that he cannot fail to recognize, the man with the unbridled tongue is too conceited to know just how many kinds of an ass he is. That is one of the troubles—the knockout comes to his business, but he does not realize that his own "chinning" was the cause.

Tell the public what it has a right to know about your business, but don't unload your private affairs for general inspection. Above all things, do not talk about other people in an uncomplimentary way. Where you cannot say good things about them, say nothing. On the other hand, coarse flattery, easily spotted as insincere, is to be avoided.

In every possible manner keep your jaw protected. It has a way of thrusting itself out that invites trouble. There is no person qualified to talk with authority upon every possible subject, so there must be a time for silence as well as for speech. It is much better to have people think you stupid because you do not talk, than to have them know you are a fool because you do.

Hadn't Time to Wait.

A retail dealer in furniture doing business in one of the towns in Northern Indiana wrote to a firm in Grand Rapids ordering an assortment of chairs. The company wired him:

"Cannot ship chairs until you pay for your last shipment."

"Unable to wait so long," telegraphed back the dealer; "cancel order."

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

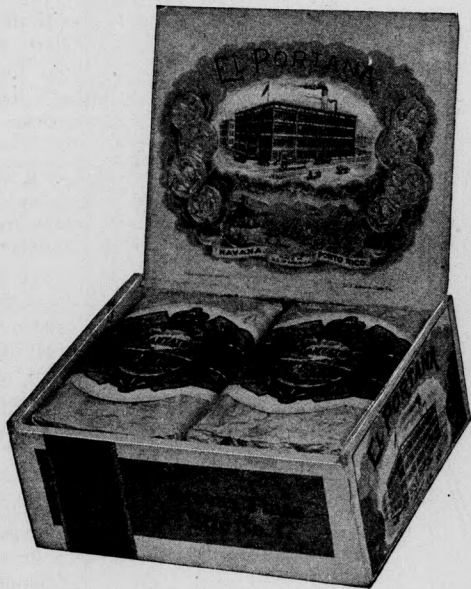
Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

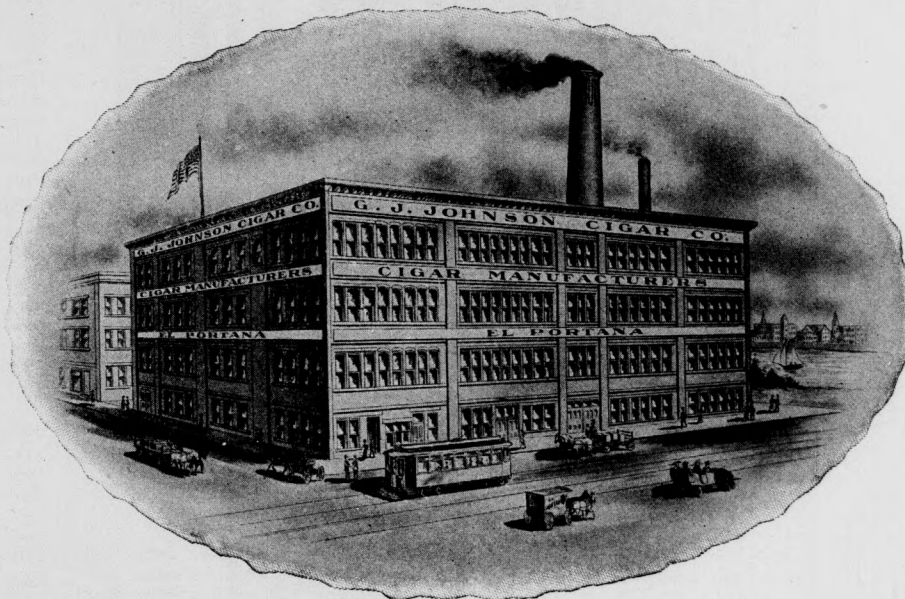
Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

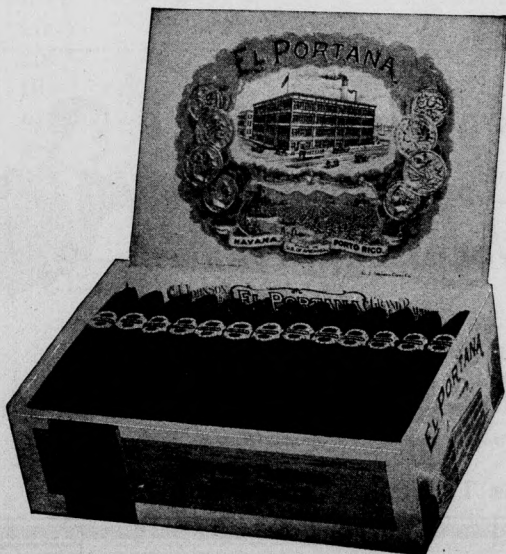
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



THE NEW HOME

Of the Grand Rapids Shoe and Rubber Co.

Above is an excellent illustration of the new home of the Grand Rapids Shoe & Rubber Co. In an interview with Mr. D. T. Patton, Manager of the corporation, the other day, that gentleman remarked:

"I lay special emphasis on one feature of our work—that it is intensive rather than extensive. We are constantly studying the map of Michigan, Northwestern Ohio and Northern Indiana, with the idea in view of working every town in the territory. Of course, we cannot state authoritatively, as we really have no way of ascertaining the facts, but we believe that we sell goods in more Michigan towns than any other shoe or rubber distributor making the territory, whether that distributor is located in Michigan or outside. At any rate, this is our ambition, and there is hardly a community from which we do not receive a substantial business. We work the Thumb district very thoroughly and the towns up along the coast between Saginaw and Alpena to the North.

"As you know, I have been here not quite three years. In that time we have nearly doubled our business. While some have looked upon the year 1914 as one for which there is legitimate reason for a falling short in sales, yet in spite of this fact our business is keeping up. We attribute our growth to the constant addition of new accounts to our already long list of accounts.

"We are the largest distributor of rubber goods in this territory, and I do not think that it would be amiss to mention the fact that we distribute the Hood rubbers, which are made by a very large and financially strong corporation independent of the trust. I have no desire to say anything unkind or sneeringly of the trust, but the fact remains that the Hood line is the largest rubber corporation outside of the trust and that it operates a mill which is considerably larger than any of the trust mills.

"In our shoe lines we have adopted the policy of specializing. We do not endeavor to carry everything that might be wanted in a shoe store, but we are concentrating our attention on some of the vital and important lines that every shoe dealer must have. This has made our specialty lines of shoes very active lines with us, and we have attracted a good deal of favorable attention from not only the small dealers, but from the large high-class dealers of the city stores.

"The building we formerly occupied did not afford us the room and was not arranged for the most efficient handling of our orders. You notice the signs in our store which read Service First. These signs really mean something. We have them posted in prominent places on every floor in our building throughout the stock rooms. We make a spe-

cial effort to impress upon all of our people that we do desire to render quick and efficient service, and in this respect we believe that we are accomplishing great results; therefore, when we found that we could secure quarters which would not only give us more room, but in which the room was much better arranged, we made the move.

"To illustrate one point in connection with efficiency, in handling orders, I will say that in our former location the elevator was at the back of the building, that is, at one end, whereas in our present location our elevator is at the side of the building so that whereas formerly an order filler might have to travel 100 feet to a case of goods, and 100 feet back

The True Test of Civilization.

Kalamazoo, Oct. 6.—You have been at great pains to bid your readers remember the culture of Goethe, Beethoven, etc., which you suggest is latent at the moment, but which I claim has disappeared from modern Germany.

The utterances of Bernhardt and Treitschke are not the opinion of specialists. Bernhardt, following the example of Treitschke and taking his inspiration from Houston Stewart Chamberlain, holds that it is the heaven-sent task of the German race to rule the world and force German culture upon it. By military force this great object is to be obtained. These views are shared by Harnack, Eucken, and Haackel, and there are to be found in the Treitschke-Bernhardt school the majority of German professors, journalists, pamphleteers, poets, dramatists and scholars.

The works of the Goethe, Bee-

these, Roman culture particularly was spread by its warriors.

War is a duty of citizenship, the expression of the will to live, and to realize; to be justifiable it must be the will to power of the whole nation; to be successful, it must be the nation scientifically organized to achieve its end and so realize the purpose for which it exists.

In that supreme court of national missions and ideals and historic destinies and the will to power of a whole nation in arms, diplomatic instruments, treaties, conventions, etc., are mere "scraps of paper."

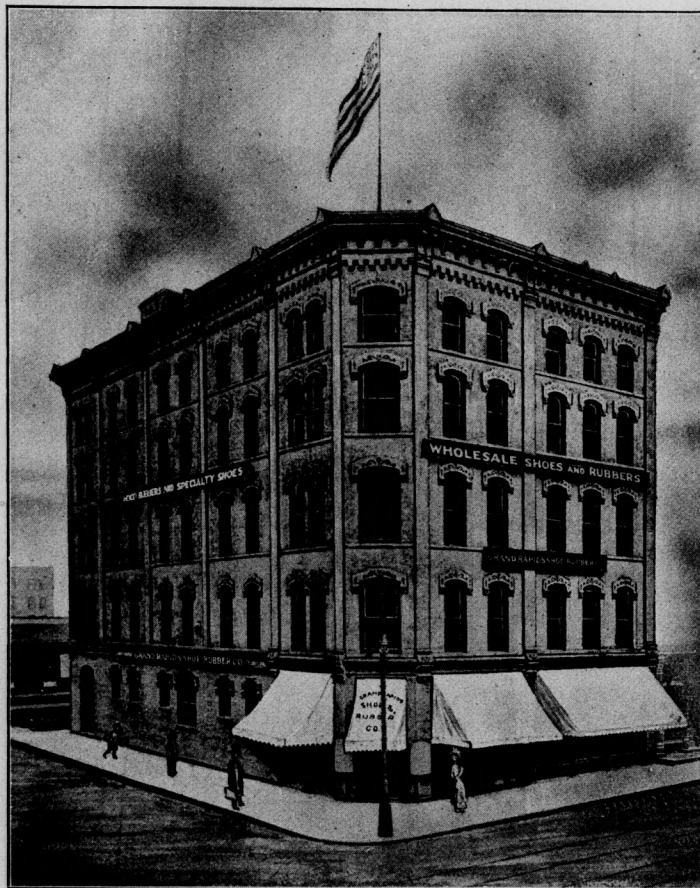
By war alone can a nation destroy those who resist. The proof of superiority of a nation over another is the creation and possession of a superior power. The resolution to use that power is the proof of a superior will to power and of a more robust life-force in that nation. Success is the final justification. Failure is the final condemnation, as failure means one of two things, viz., inadequate organization of the nation or decrepitude in the life-force.

In the march of humanity, in the travail of self-revelation of the world-idea, in the expansion of the life-force, collision, strife, war, are the ordained conditions. The weaker go under, the stronger survive, and the stronger are the higher, because they survive. The higher organization not only beats the lower; it replaces it.

Nations do not learn a creed or become saturated with an ideal in a few years. What I will call the German creed to which the German government has been true, viz., war—the nation in arms realizing its destiny and ideals—can be traced back a hundred years to Frederick the Great; it was challenged in Germany itself at the time by many fine intellects and political rivals to whom a Prussianized Germany was anathema; but notwithstanding, it accomplished through Bismarck a unified German empire, and it has since then been organizing the German nation for still greater destinies.

To-day Germany strikes for world supremacy. "World supremacy or downfall" is her motto. The whole world is now awaiting the result. The supreme test is now on: Which is the fittest, the culture of France and England based on the Greek and Roman; the culture of the Slav; or the culture of the Prussian, blood and iron? Time will prove.

I am inclined to believe that the most individually important result of a victory for Russia in Eastern Europe will be the transfiguration of the Pan-Slavist movement, uninfluenced by Berlin. American.



The New Home of the Grand Rapids Shoe and Rubber Co.

again, with the present elevator arrangement he would only have to travel half that distance; added to this is a greater elevator capacity and slightly faster moving. You can see that we are gaining a great deal toward efficiency.

"We are conducting our business on as near a cash basis as any wholesale business in the city. It has been a common thing in years past to give long time and accept settlements by notes and accept renewals of the notes. We believe such methods are methods of the past and that values are more important than long terms. We do give close prices and interesting values, and it is apparent that dealers of this part of the country are sharp enough to recognize it."

When a customer finds a salesperson unable to answer a question about the stock, the store suffers in reputation.

thoven, etc., school have influenced Western Europe and America very little. Greece and Rome have been and still are the spiritual influence of Western Europe and America and of

We cannot interest others vitally in things in which we are not ourselves interested. This applies to advertising and to salesmanship alike.



Use the long distance telephone.

It brings your personality before the person to whom you are speaking.

It saves time and money, saves useless trips.

Prompt Service. Reasonable Rates.

Citizens Telephone Company



OUR NEDROW FAMILY



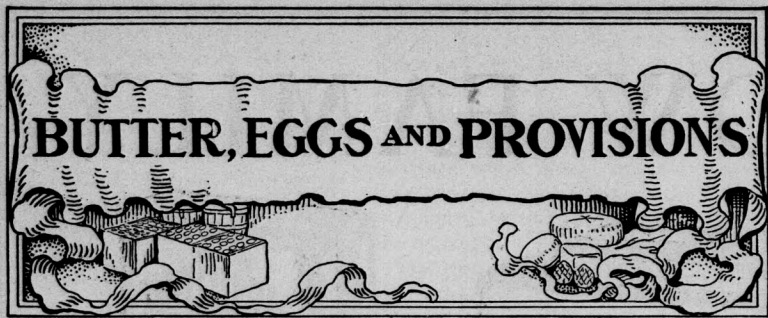
Quality shows where Nedrow goes



WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

What Michigan Towns Can Do for the Community.

Written for the Tradesman.

When motoring through England, three years ago, I was interested in the Old Time market places. They are usually at the intersection of the two prominent streets and quite often a special square in the center of the town. Most of them are a square stone building or a monument from ten to twenty feet square at the base, with steps on four sides to a center square, on which there is a small tower or top, such as the one at Glastonbury. (See illustration.)

In the older days the country people came here on certain days of the

with all kinds of farm produce. While the market may be made use of by the town people for purchasing, it is primarily an exchange among the farmers themselves. One farmer may have for sale a litter of pigs and may need two or three more cows. He goes to the market exchange on the market days, the stall being set up for that purpose on that particular day of the week and puts his piggies in the pen so every farmer may walk around and look at them from four sides of the pen. The farmer who brought the pigs, in the meantime, is walking around the other stalls or pens looking out for the cows he wants to buy. The farmer who needs pigs has the chance to look up several lots and dicker with the seller for the purchase of those which suit him best. As there are several lots of cows the buyer can make his deal for cows and in this way farm animals of many kinds are bought and sold. Of course,

they can make at home. We saw comforters, home made lace, knit mittens and socks, all kinds of home made jams and jellies. This outlet for their home work makes them more contented with their farm life, giving them an income of their own, the one sore spot of many an otherwise happy wife.

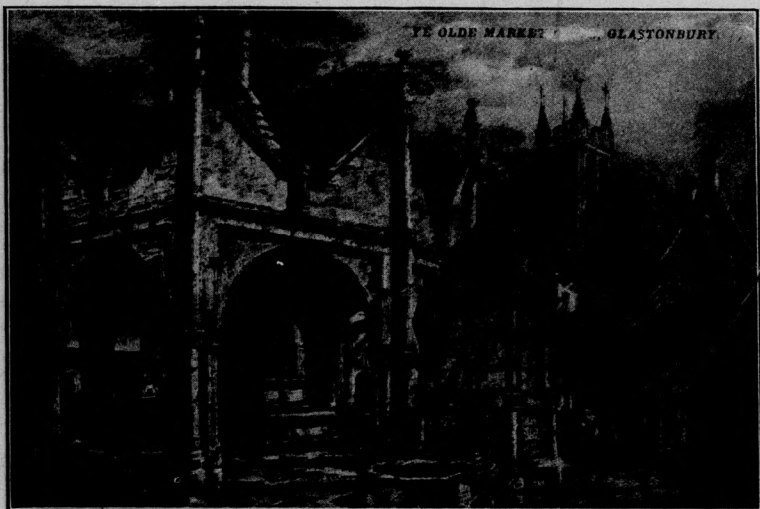
The market days of England are given only by way of illustration. What brought out this communication was the receipt of a letter from a Northern Michigan town, asking if I could give any information as to where to sell 100 bushels of potatoes. The farmers around Greenville are prosperous because whether they raise ten bushels or 1,000 bushels of potatoes they have a cash market in

churches and social organizations in their home towns make tremendous profits and are to blame for the advance in prices. These committees ought to be compelled to run a retail business about six months. Then they would change their tune.

Supply and demand govern prices. Hence the merchants, by forming associations and starting the community spirit, could have a market day for the farmers to exchange products with one another. It is a far better plan than a street carnival where the money expended is taken out of town. On the other hand, going once a week to the exchange, the families do their shopping and the home merchants secure the trade. This home market would encourage the farmers to raise



Market Day at Newport.



Ye Olde Market at Glastonbury.

week to exchange what they had for sale for what their neighbors might have to sell. As the country became more thickly populated these monument market places were too small. At the present time, if they have a large vacant lot at or near the center of the town they use it. In several towns where they do not have the vacant lot they utilize the streets, using portable stalls, similar to the photographic reproduction of a street in Newport. On other than market days these stalls are stored away. We saw in many English towns of 5,000 people much street taken up—no traffic through it except on foot—and there were many stalls or small square fence enclosures containing sheep—in some, one; in others, a dozen; some with cows, calves, pigs and others

the string butcher may be there to buy anything cheap enough for his use. If the farmer cannot get for his cow what he thinks she is worth he simply drives her home again and tries next week's market. It not only gives the farmers a chance to get rid of what they want to sell at the best market price, but it gives them a chance to visit with their neighbors or farmers from other parts of the country. Nor do they have such unearthly hours for market as we do in Grand Rapids, compelling the farmer to start in the middle of the night to get there and the people who want to purchase to get up before daylight. They do not get to going in good shape until about noon. These markets also give the farmers' wives and daughters a chance to market what

Greenville. The peach farmers around Grand Rapids can sell one bushel or 1,000 in Grand Rapids for cash. The cherry growers around Traverse City can sell one bushel or 100 because of the cash market there. Benton Harbor small fruit farmers have a cash market for anything they bring in. Yet there are hundreds of towns in Michigan that have practically no market. The farmer with a small orchard near these towns has to let rot what he cannot eat, because if he wanted to sell he would have to find out some place where he could buy barrels; then find some one in the big cities to whom he might ship, not knowing whether he should get back the cost of his barrels or not.

During the summer I have driven over most of Western Michigan and visited many places where they seemed to have more apples, more cherries or more small fruits than they needed for home consumption. When asked why they did not pick and sell them, the reply invariably was "Where can we sell?" The present Democratic administration sends \$10,000 committees traveling around the country to investigate the high cost of living. After their pleasure jaunts they return to Washington and issue several volumes to show that the man to blame is the merchant, the grocer, the lumber dealer. According to these committees, these hardworking individuals who pay the taxes, pay for clerk hire, delivery wagons, keep up the

apples, pears and small fruits, as well as to raise chickens, pigs and cattle. The merchants could afford to employ a good live man with his office near the market place to keep in touch with outside farmers and buy for the merchants' organization nearly everything the farmers have to offer. Hundred bushel lots of potatoes, instead of rotting away, might be sold for cash by the manager of the association. This is true of apples, grapes, chickens, turkeys, butter and eggs. The farmers near the town furnishing this kind of service, having a ready sale for their products, would be encouraged to conduct more diversified farming and would be more in love with farm life. By this plan, instead of the present waste and loss, thousands of dollars might be placed in the pockets of the farmers and more business created for the merchants of these country towns, with satisfactory price conditions. Such



This is the Flavor
that stands every test
of heat or cold.
Housewives and confectioners want

Mapleine

for lasting and delightful flavor.

Order from
Louis Hilfer Co.
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

organizations in each farming district, furnishing the farmers with the latest agricultural bulletins, would enhance the value and products of the soil, encourage the breeding of the finer grade of live stock and the raising of poultry, fruits and vegetables. I am much interested in what the Northwestern Railway is doing in Wisconsin. Every station along its line has a big poster tacked up in every depot, about three to five feet in size, with pictures of the different potatoes, advising the particular kind best adapted to the soil of each particular county, and suggesting that rather than a dozen farmers raising 100 or 200 bushels of several different kinds, it would be much better and more profitable that all cultivate the same variety. The carload buyer can pay a higher price where he can ship a full car of one variety and might not be able to ship in car lots if the farmers brought in a dozen varieties.

As a nation we have just awakened to the fact that in place of assembling from all corners of the earth, we should, by proper protective laws, foster the community spirit of home manufacture, for every dollar sent abroad is a lost dollar to this country and every dollar the farmer sends to the mail order house is a loss to the merchant in his home town. Every dollar's worth of fruit or produce that is left to rot for want of a home market is a loss to the farmer, the merchant and the would-be consumer.

C. C. Follmer.

The Question of Food Prices.

"It needed no Daniel come to judgment, hardly an opinion from the Corporation Counsel, to determine the right of a person who buys food, whether to sell or to consume, to keep it as long as he likes, and charge as much for it as he pleases if somebody else wants it. He must avoid making a nuisance, dealing in that which is adulterated or unwholesome, trenching upon the rights of others or combining or conspiring with others to restrain or monopolize trade for the purpose of putting up prices and increasing profit. All this is plain enough, but if any man comes honestly by any supply of food it is his to have and to hold or to part with on his own terms. War in Europe makes no difference, and it would not be wise to make laws against the universal rights of property because of the 'emergency.'

"There is nothing strange in the fact that when something is going on which is generally expected to have the effect of putting up the prices of certain commodities, those who produce or own such commodities should hold on to them to benefit by the expected rise, or that those who trade in them should lay in an unusual stock before the prices advance. It is just plain, ordinary selfish human nature, and consumers are just as likely to buy an unnecessary quantity to escape the high prices as the dealer is to profit by them. It needs no combination or conspiracy to explain such conduct, and it cannot safely be treated as criminal. It

is well enough to enquire into it and expose it to the common view as 'real mean' or greedy, and bring the moral suasion of virtuous opinion to bear upon it.

"That is what the investigators of food prices are doing, and it is to be hoped that it will have a wholesome effect. A more practical and useful service is that of improving methods of trade and marketing in foodstuffs and utilizing them with more skill and economy. In ordinary times people do not realize how much they waste of the food supplies or how poor a use they make of what they have. They are getting some education on that line now, and if they will give proper attention to it they will find that they can live quite as well, if not better, and at as little cost, if not less, in spite of an advance in the price of wheat or of beef. They may by the same means prevent to a considerable extent the rising tendency of prices and set at naught the selfishness of others."—Journal of Commerce.

Cried All the Time.

The conversation at a recent smokefest turned to the wonderful ways of the youngsters, when Congressman James T. Heflin was reminded of little Tommy's tears.

Hearing a sound like fierce sobbing in the kitchen of her suburban home the other day, mother hastened to investigate and found Tommy deep in sobful distress. Close by stood brother Jimmy, two years older.

"Jimmy," demanded the mother, looking from one to the other, "What is the matter with your brother Tommy?"

"He is crying," explained Jimmy, "because I am eating my cake and won't give him any."

"That's not nice," said mother, severely. "Is his own cake finished?"

"Yes, ma'am," answered Jimmy, "and he cried while I was eating that, too."

In Doubt.

A man was arrested on the charge of robbing another man of his watch and chain. It was claimed that he had thrown a bag over his victim's head, strangled and robbed him. There was so little evidence, however, that the judge quickly said:

"Discharged!"

The prisoner stood still in the dock amazed at being given his freedom so soon.

"You're discharged," repeated the judge. "You can go. You're free."

Still no move from the prisoner, who stood staring at the judge.

"Don't you understand? You have been acquitted. Get out!" shouted the judge.

"Well," stammered the man, "do I have to give him back his watch and chain?"

It is the salesman who takes pains to find out what he lacks and then sets about filling that lack, who will be the first to deserve a raise in wages.

An excess of "bracers" will unbrace anybody.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs scarce and selling well at quotation.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

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

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

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.

POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.

29 Woodbridge St. West
DETROIT, MICH.

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

Apples and Potatoes Wanted

Let us know what you have

M. O. BAKER & CO.

TOLEDO, OHIO

The Vinkemulder Company

Jobbers and Shippers of

Everything in

Fruits and Produce

Grand Rapids, Mich.

Use Tradesman Coupons

Command your hand to guide the brush

Eighth Lesson in Show Card Writing. Written for the Tradesman.

Having attained some proficiency in layouts, the student now is eager to make real show cards. A word as to cardboards.

Large stores use mostly plain white board which they buy cut in the desired sizes, very likely having the name of the establishment printed on. For a smaller store or for general work, mat board, which is the heavy cardboard used for picture mats, is best. It comes in sheets 30x40 inches and in a great variety of colors and surfaces. That which has a plain smooth surface is easiest to letter on, but some of the kinds that are pebbled, rippled, or otherwise varied from absolute flatness, lend themselves so nicely to artistic effects that they have become very popular. These slightly roughened surfaces present less difficulty for large work than for small.

Mat board sometimes is sold in a 22x28 size, but as a rule the 30x40 cuts to better advantage. For most of the cards of a store you can use a half, quarter, eighth or sixteenth of the large sheet, so there is practically no waste.

The lighter weight glazed cardboards known as railroad board, show card board, etc. are good for price tickets and for very small show cards. But for larger work they are not stiff enough unless mounted on a heavier board.

For cutting up mat board, the professional card writer uses a large cutting board, which is a great conven-

ience and time-saver. The beginner, however, will likely lay out his cards with a square and cut them with shears, so he must know how to obviate the peculiar difficulty he is likely to encounter. If you are cutting through a sheet of mat board, you are almost sure to find places that crumble under the shears, and so make a ragged edge instead of a clean cut. You will not experience this difficulty in trimming off a quarter inch or so from the edge of a card to true it up. Suppose you want to cut a quarter card. Mark off the right portion with pencil and ruler and cut out quickly, not attempting to make an accurate edge. Then true up with the square, marking in $\frac{1}{4}$ to $\frac{1}{2}$ of an inch, and cut carefully along this line. This double cutting takes a little extra time, but it enables you to make a smooth even cut with ordinary shears. If you have access to a pair of upholsterer's shears, you will find you can with them make smooth edges with a single cutting. Being large and heavy they resist the pressure better than common shears. Some may prefer to cut their cards with a sharp knife and square.

If you make large numbers of price tickets you probably will want to get a small cutting board, such as is used by photographers. Do not get smaller than a ten-inch knife, and one with a fourteen-inch knife is better. Life is too short to cut price-tickets with shears.

The student should now turn his attention to color.

One of the prime essentials of a

successful show card is a strong color contrast between letters and ground. With a white or light card, use a dark letter; with a black or a dark card, a light letter is needed. White card with black lettering is the simplest of all color schemes and for ordinary use it is unequaled. It is easily read, neat, quickly executed, and never clashes with the various colorings of goods. Many of the large dry goods and department stores use this style almost entirely. Frequently prices or prominent words are featured in red.

Dark blue or dark green lettering presents a strong contrast on white, but neither is so much used as black.

A black card with white letters is excellent for long service. It does not soil like white, nor fade in sunlight as do some of the browns, greens and blues. Well executed it is also very smart. However, an interior with many black cards would be too somber. Not a few persons object to black altogether.

On a black or other dark card, a slightly tinted letter, as a very pale blue or cream, may sometimes be more pleasing in effect than pure white. Tint sparingly, however, so as not to impair the color contrast, and select a shade that does not clash with the ground.

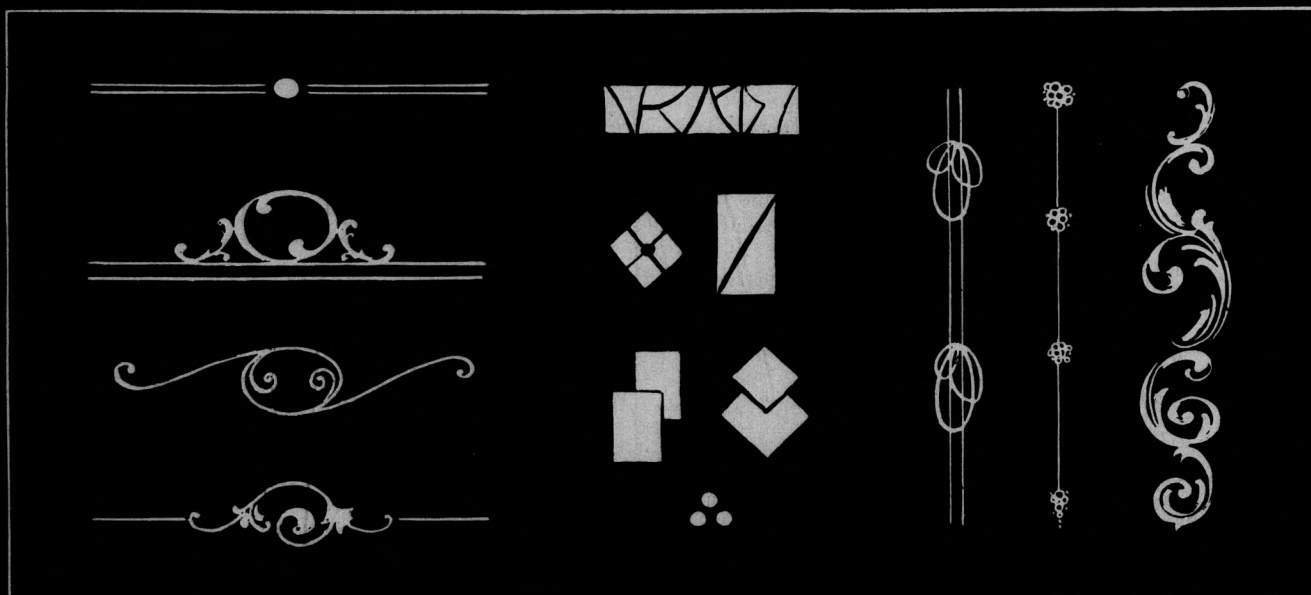
Do not try to make a card with letters and ground of nearly equal color intensity, as red letters on green or brown, or deep blue letters on black, for the result would be something not easily read and also very flat and unsatisfactory. Later on should you find it desirable to use a combination

lacking sufficient contrast, the difficulty may be gotten around by shading or outlining the letters, or sometimes, if the cardboard is of a neutral tint, by darkening with the air brush a background for the lettering. But for your beginning work it will be best to stick to the idea of a strong color contrast between letters and cardboard.

A show card needs not only a well designed layout and skilful lettering, it requires also, in order to be most effective, a neat and somewhat ornamental finish. The student will find the simple ruled line his greatest stand-by for imparting style and finish to his cards.

In the last lesson the importance of keeping the lettering well centered and of leaving ample border space was urged. I have to confess that the illustrations given in that lesson do not carry out the border idea, for the reason that the instructions sent with the copy were not clearly understood by the Tradesman's engraving department, and the borders of the originals, which were especially spacious, were all trimmed off before the reproductions were made. By another regrettable error, the two portions of Figure B. in that lesson were reversed in position. It is the one on the upper left hand side of the page that is correctly featured.

Returning to the subject of the ruled line, it is used not only for separating the margin from the lettered portion of the card, but is called into service for underlining, etc. Often a card will be improved by a single or double



underscoring of every line of matter. Sometimes it is desirable to make one or more words emphatic by underscoring those alone. A slender line often makes the best possible divider where an indicated separation is needed.

Border lines are varied in a number of ways. The corners may be rounded or otherwise ornamented. A very rich handsome border may be made by use of a wide ruling with a

the edge, and keep all the muscles of the fore part of the hand, including the middle finger, very rigid, making a sort of gauge that keeps the ruled line parallel with the edge of the card. It must be done quite rapidly.

A border right on the edge may be made in this way if desired, but as a rule edge borders are not effective except for very small work. They sometimes are used on larger cards, where beauty has to be sacrificed to getting

can use when a lack of something of the kind would give an effect of bareness. The cut shows a number of these that he will find available and effective. The student will observe in advertisements, post cards and other fancy printing, little ornaments he can adapt to his use. Generally something quite simple and quickly made is best, and the effect is often just as good if the execution is not too precise.

der line with a narrow line of red on each side is especially tasteful.

For colored cardboards, rulings and ornamentation of a shade similar to the ground but somewhat lighter or darker, are apt to look well. Of course, choose a shade that harmonizes. If you select a color different from the ground, let it be something that contrasts pleasingly, not harshly. The gold color made from bronze powder goes well with almost

Ornament

should be kept

Subordinate.

narrow one of contrasting color on each side of the wide.

It often will be found unavoidable to use almost the entire width of a card for one or two lines of reading matter that are especially long. In any such case or whenever it may be necessary, it is allowable to break a border line, simply omitting it where it would cross the projecting work.

To rule with a brush, use as a guide the side of your straight-edge that is vertical, not beveled. Hold your brush with the thumb, forefinger and middle finger, letting it draw along on the cardboard, meanwhile holding the end of the middle finger pressed firmly against the edge of the ruler. This keeps the brush a certain uniform distance from the straightedge, and insures clean ruling and an unsoiled straightedge. This is the method you will continue to use for underscoring.

At first you probably will make your border lines in this way, but as soon as possible you will want to acquire the time-saving method of ruling border lines without a straight-edge, which is this: Hold the card firmly in the left hand. Hold the brush with the thumb and forefinger of the right hand, letting the end of the middle finger run along the edge of the card, acting as a guide. You start your ruling a proper space from

on a great amount of reading matter. On a dark price ticket, a narrow edge border of white or light gives practically the same effect as a beveled edge and is much easier for the beginner.

Considerable practice may be necessary to get the knack of the quick method of ruling border lines described above. When acquired it is very available for small and medium-sized cards. For a very large card where you may wish to place the border line three or four inches from the edge it will be better to use the straightedge.

For ruling, color should be considerably thinner than for lettering. For making a slender line, a small round brush, say a No. 7, that will not chisel, is good, although if you prefer, you can use the chiselled edge of a No. 8 or No. 10 or No. 11. For wide rulings flat brushes of different widths are most convenient, although not absolutely necessary. The small round brush referred to will be found very useful also for making any slender curved lines, for it is almost impossible to make these nicely with a brush that chisels.

With many cards a skilful use of ruled lines is all that is needed in the way of ornamentation. However, the card writer needs a little repertoire of scrolls, fill-ins and dividers, that he

Cut-outs and air brush work, as also illuminated and fancy initials, are other forms of ornamentation much used and often very good. Space will not admit of their treatment in this lesson.

Now as to color schemes. The need of a strong color contrast between lettering and card already has been emphasized. But this rule does not apply to ornamentation. With the latter you aim to soften and harmonize, for which purpose the neutral colors, sometimes called the pastel shades, are especially useful.

Ornament never should have the effect of distracting from the main purpose of the card. A show card is primarily an advertisement. If it is overloaded with scrolls or other embellishments put on in bold colors, the inscription is apt to be overlooked.

If it is desired to use the same color for letters and ornament, let the ornamentation be light, not heavy. Do not use wide black rulings on a white card, nor vice versa. A black-lettered white card may be neatly finished with fine lines of black or of red, but do not use heavy lines of either one of these strong colors on a white card. With a white card gray or pale blue or pale green is good for rulings and ornamentation. A wide gray bor-

everything. Later an inexpensive substitute, sometimes used in place of real bronze-gold, will be given. With a black card that has white lettering, gray or green or blue rulings may be used. For a card of unglazed black, the very smartest thing is a glossy black ruling.

It is impossible to lay down hard and fast rules regarding color combination. What has been said will guide the student in his early attempts but he should observe and experiment for himself. A really good color scheme is one of the happiest hits of the show card writer, while a harsh and inharmonious combination is execrable.

In closing this lesson treating largely on how to give beauty and finish to your work, let me add a word on the importance of perfect neatness. A card should be exquisitely clean and tidy. The alignment lines sometimes are left on quick work, but it is better if the card can be nicely "cleaned up." If the layout is put on very lightly, using sharpened charcoal for light cards and sharpened chalk for dark, nearly all traces can be quickly taken off by the use of chamois skin. Chamois acts like magic in removing chalk, even from some of the rough mat boards. When chamois becomes too

soft from much use and filled with either chalk or charcoal, wash and dry.

The student will remember that in the third lesson of this course, mention was made of a method of base spurring for the marking alphabet different from the one given in that lesson. This other method is shown in the middle line of matter of the show card of this lesson.

Ella M. Rogers.

227 Oridaba Ave., Long Beach, Cal.

Suggestions for Getting Business and Keeping It.

Written for the Tradesman.

First Paper.

How many retail dealers can truthfully say that their business is increasing? Comparatively few. Statistics upon this subject are rather disheartening.

And yet the fact remains that the country is in a fairly prosperous condition, broadly speaking. And year by year the American people are spending larger and larger amounts for merchandise of all kinds.

On the other hand we are often informed that fully ninety per cent of the retail business enterprises of this country are not going ahead. Of these, doubtless, a large percentage are holding their own, thus affording their owners a fairly good living for the time being. But the outlook is discouraging for any sort of business enterprise that is merely holding its own.

From the fact that only 10 per cent. of all merchants now engaged in business are actually making something beyond a mere living, the question of getting business and keeping it ought to be of paramount interest to every man who makes a living selling goods.

If the sales do not show an increasing volume of business from year to year something is radically wrong. Time and again we have been told that no business can afford to stand still—and we know the saying is true. A business doesn't stand perfectly still for long. By and by it begins to slip backwards, and presently the falling off of trade becomes positively acute.

Now there are a whole lot of things that may interfere with the normal development of a retail business. If, for instance, the man back of the business gets into a rut—fails to keep bright and attractive lines of merchandise in a bright and attractive store—the business isn't going to continue for long in a healthful condition. And this, I am inclined to believe, is the fruitful source of many business failures—storekeepers getting into ruts. Business life is strenuous; competition is active; and progress everywhere along the line in the business world is evident. One can't very well rest on his oars. The laurels of other days will not suffice. Things are continually doing. New goods are constantly being made; new contrivances and devices are all the while coming out; and store service, the country over, is looking up.

One must keep moving to keep up

with the procession. It pays to keep oneself informed of the very latest development both in the production of the particular kinds of merchandise in which one is vitally concerned, and in the manner of their distribution. Read your trade papers, study the advertising literature of the people who supply you with merchandise, study the methods of competitors in your line and the retailing methods of conspicuous trade-getters in other lines. Always there are many things to be learned. The man who gets into a rut, does so because, consciously or unconsciously, he acquires the feeling that there is nothing of any special consequence concerning his business that he does not already know. That is an egregious mistake, for there never was a single head big enough to contain all that may be known on the subject of selling merchandise at retail. So here is another case where the old adage—"pride goeth before a fall"—applies.

Many retailers fail because they neglect to take proper advantage of their opportunities in the matter of newspaper advertising, window and interior trims, store decorations, direct mailing, cost accounting, special and clearance sales, holiday trade, etc. Again strong competition, of an unexpected nature, may have developed in their vicinity; or the shifting of business centers may have made a formerly good location no longer desirable. Indeed there are a great many things, any one of which can deal a business something of a solar plexus blow; and time and again it is up to the merchant or shopkeeper to rally his business energies in order to meet and overcome new and unexpected conditions.

When the tide of business is going adversely, the only thing that will save the business is to turn the tide. And this is something that requires careful consideration and hard pulling.

Reference to the books show one almost at a glance how it fares with him. And it is a very good plan to consult these books daily, to see how each day's sales compare with the sales of a year ago; how the month's business compares with the business a year ago; also how the cost of doing business compares with the cost of other weeks, months, and years, of the past. If, for any reason, the record of these things is incomplete, or has been neglected or botched, the retailer doesn't know where he stands nor how it fares with his business. But, in that case, it is a pretty good guess that the business isn't going forward.

In order to develop a vigorous retail business every feature of the business must be carefully studied—and studied, mind you, in the light of local conditions. The retailer ought to be able to know on short order just how it fares with him. Some sort of a record ought to be kept showing not only the sum total of daily sales, but also what lines had the call; and if such calls have been elicited by specific announcements, exhibit also the newspaper ad-

vertisements that did the work, and indicate the medium or mediums in which they appeared. Some one has suggested that a sales book would be a good thing for this purpose; and, if properly kept, quite sufficient.

Maybe the store and furnishings need refurbishing. Store windows and fronts, store interiors, and store furniture and fixtures, gradually become shoddy and inadequate. And the process is a silent and deceptive one. Like as not the owner and proprietor isn't conscious at all that the place is running down. Have you ever visited a store after the lapse of ten or a dozen years, or maybe a quarter of a century, and been astonished at the dilapidated appearance of the once bright and attractive store? I have. And the impression is anything but favorable.

Appearance counts for a great deal in every business. People like to shop in neat, tidy, well-equipped stores. The goods seem more attractive in such places; and then the very surroundings help to make sales. If the store is spick and span inside and out, equipped with up-to-date furniture, fixtures and accessories—people assume the owner or owners must be in a prosperous condition, otherwise they could not afford such an institution; but if prosperous, why? Evidently because they sell a lot of goods; and if they sell the goods, the goods must be about right, for P. T. Barnum was dead wrong when he said the American people like to be swindled. They don't. They de-

mand good values for their money. Therefore, since the people made this store prosperous by their patronage, I guess I'll do my shopping here.

Now this is the inevitable track along which the popular mind moves when it decides in favor of the prosperous looking retail establishment. And you can verify this from your own personal experience.

Now it costs money to brighten up old store fronts, or tear them out and replace them with new ones; costs money to put in hard wood show window floors and paneled backs; costs money for steel ceilings, quarter sawed oak chairs, settees and tables; costs money for handsome interior cabinets, counters, etc. But, if you can afford it, it is money well invested. We live in a time when the trade that is worth having, and the sort of trade you hope to secure, positively will not tolerate shabby surroundings. If your store is dingy, dilapidated, and in a run-down-at-the-hell condition, you simply cannot turn the tide of business your way until you brighten things up.

But as this subject is entirely too large for a single article, I must withhold some other reflections until another time. Charles L. Phillips.

We cannot all be cabin passengers in the voyage of life. Some of us must be before the mast.

We save up our meanest little traits of character for exhibition to the loved ones at home.

Coast College of Lettering

Germain Building

LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

Show Card Writing

Business Writing Engraving
Ornamental Writing Pen Drawing Round Hand
Automatic Pen Lettering
Pen Lettering Flourishing

Show Card Writers' Supplies

The Famous Eberhard Brushes
Cost Brand of Dry Adhesive Colors
(To be mixed with water)
Coast Manual. A Text Book for the Sign and
Show Card Writer, \$3.00

Send for Catalogue of School and Supplies

DEXTER WRIGHT.

How Buffalo Hump Brought About Early Closing.

Written for the Tradesman.

If I ever get real prosperous I'm going to take a vacation. Not but that I have a little fun now and then, but somehow I don't seem to get both hands free at once.

For instance, I just met Haugsrud. Going to Norway for three months. "Your first visit?" I asked him. Dear no. He had been back three times. Now, it never occurred to me that Haugsrud was exactly a Marshal Field. But he can take three months off to go to Europe and this will be the fourth time since he came over with \$47 capital the day he landed in New York. And I don't see but he gets along just as well. Then there is Lester in the bank. He has a cottage on the lakes from May until October he puts in about two days a week at the bank and the other five at Pollywog Lodge. That's the beauty of being a banker; he can go off and leave it and the interest keeps right on working.

I can't say I have suffered any. Two or three days fishing and a week in the woods in October and two or three trips to the cities and once in a while a ball game in the afternoon, and usually I attend the grand lodge meeting, and the last five years I have made it a point to go to the State Retail Merchants' convention—that's one thing I have found out I can't afford to miss—those things sort of relieve the monotony. But I would like to feel that I could afford to leave my business for three months like Haugsrud. I believe there's more in being able to than there is in going. The first time I went to grand lodge meeting, I didn't enjoy myself any. I kept thinking about the store and worrying about this and that and, really, I worked harder guessing about it than if I had been home hustling all the time. I remember at the banquet one of the brothers asked me what I looked so glum about. I didn't know I did; I was just wondering if those fool clerks knew enough to look after the water so it wouldn't freeze, there was a blizzard that was an old sockdologer.

"Well," says he; "there are just two things. Either it won't freeze, and there is nothing to worry about, or it will freeze and worrying won't stop it. I have learned that much—never worry about anything that you can't prevent; never worry about anything you can prevent."

There's a good deal in the way a fellow is brought up. When I first went to work for Old Man Knowles I had to get down at 6 o'clock in winter to look after the fires and sweep out and open up and we never went home until 11 p. m., sometimes later. The store was open six nights a week as long as there was a soul on the street. Some of the farmers used to come in to the store to do their trading after the saloon closed, and Saturday nights it would be one and two o'clock sometimes before we put up the shutters. Sundays we used to

open the grocery side from about eight until noon. There weren't any holidays then except Christmas, when we only kept open until noon, and Fourth of July, when we were busy all day selling fireworks. Old Man Knowles never took any vacation himself—all his idea of recreation was to start out with his wagon and be gone a week trading cattle. He never had any clean-up sales; he used to load up the truck that wasn't salable (and nearly everything was staple then), and trade it out in the back country for about twice what it was worth. None of us ever had a vacation or expected any. Haugsrud can go to Norway for three months easier than one of us could've got off for a ball game—we never would have dared ask for it.

Well, when I came to Buffalo Hump I made up my mind to one thing. No keeping open Sunday. I was going to have one day when I wouldn't go near the store, nor think store. I found the merchants were not keeping open Sundays anyway and you can bet I didn't start it. Nowadays when nearly everybody has ice there's no need of it. And folks who don't take ice can go to the corner fruit stand for their milk, and I suppose they do. Anyway I made up my mind I wasn't going to have my nose on the grindstone night and day and Sunday. You see, that was the difference between Old Man Knowles in his generation and me in my time. I looked at it differently.

Nights, though, it was nearly as bad as it was back in Dover Corners. Open every night, sit there half the time and watch the lights burn. After about four years of that I got it into my fool head it wasn't profitable and it wasn't necessary. It was about that time we organized the first Retail Merchants' Association—to fight the catalogue houses, primarily—and I brought up the matter of early closing. We argued about it a long time. I remember Henry Frost was afraid if we didn't keep open it would drive the farmer trade over to Coon Hollow. I happened to know there had been two farmers in my store after sundown within a week—both of them Saturday night—and I was willing to bet Henry Frost hadn't been burdened with any more of their trade than I had. Simons was willing to close, but suppose somebody else wouldn't stick to the agreement? You see, we hadn't learned, ten years ago, to trust each other. We were all suspicious. Finally, after we had chewed the rag about it three meetings—between whiles we were getting up schemes for heading off the catalogue houses—Billy Harper spoke up.

"I've been keeping track of it since Wright brought it up," he says, "and for the last three weeks I haven't taken in enough any night except Saturday to pay for the lights. The rest of you can keep on losing money as long as you please. I'm going to close my store after this at 6 o'clock, whether anybody else does or not."

That brought it to a focus. We agreed for the summer to close at 8 o'clock every evening but Saturday. One or two were stubborn about it,

but when most of the stores closed, people didn't come down the street buying and, instead of being cute and getting all the trade, they got even less than before. They found it so lonesome they gave it up, and so we needn't have worried about anyone breaking the agreement. Harper said if the rest preferred to stay open until 8 he would stay with them—not that he cared for the trade, because it wasn't worth it, but it looked better to have all the stores lighted up or none. That was before the electric light company put on the 10 o'clock circuit, you understand. Now we leave our show windows lighted up and let the company turn off the light.

Worked? Of course it worked. You couldn't get any merchant in Buffalo Hump to stay open nights now on a bet. And if anybody tried it he wouldn't get any trade, because nobody thinks of buying any more in the evening. The first year we kept the agreement in force until October. The next year, when the agreement ran out, Billy Harper and I and the Mercantile Company announced we were not going to open evenings, and the rest followed suit without any agreement. Except Saturday nights and two weeks during the holidays.

The women now are talking about closing one afternoon every week for the clerks. I don't see how it can be done; it would be practically impossible on Saturday to crowd two days' business into half a day, though now the factory has a Monday payday it

wouldn't make as much difference as it would before.

However, the women seem to be running things nowadays and if they decide we can't keep open but four days in the week, I suppose it will be just as they say. We'll manage somehow.

Maybe by that time I'll get my mind fixed so I can leave my business for three months like Haugsrud and go to Europe. I'll bet if I did I'd find when I got back that the boys had done more without the old man than they do when I'm here. That is, I pretty near believe they would. I don't believe it so hard and sure that I'm going to buy my ticket right away. John S. Pardee.

Acquitted.

Ex-Representative Eddy of Minnesota, never resented the title of "the homeliest man in Congress." In the opinions of his opponents, Mr. Eddy had "wobbled" on a certain issued in the campaign. Some time later, on an occasion when he was billed to speak, he found that one of the newspapers had announced his coming in a headline reading: "Two-Faced Eddy Speaks Here To-night."

That evening, when Mr. Eddy stepped before his audience, he said:

"You must know, ladies and gentlemen, that I am not the man referred to in this paper. It must be some one else, for there is no one here who does not know that, had I two faces, I would not wear this one."

CHANGING conditions and stronger competition are slowly eliminating the incompetent merchant. Those that remain—those that will do the business in the future—are the ones that appreciate the importance of adequate store equipment. They are found in the big city and the small town. They buy equipment specially adapted to their particular class of trade.

THE Wilmarth LINE

The merchant buying new equipment to-day should do so only after investigating the latest ideas in "sectional construction." If you do not know about the Wilmarth "unit system" you are not thoroughly posted. To be sure that you are buying to your best advantage compare what we have to offer with what others have to offer; doing so places you under no obligation. Visit one of our show rooms, or write for a catalogue.

WILMARTH SHOW CASE CO.

1542 Jefferson Avenue
GRAND RAPIDS, MICH.

New York—20 W. 30th St.
Boston—21 Columbus St.
Pittsburgh—House Bldg.
Chicago—233 W. Jackson Blvd.
St. Louis—1118 Washington Ave.
San Francisco—515 Market St.





SHOE DEALER'S DREAM.

He Is Entitled to Front Seat in Heaven.

After an unusually busy Saturday, with its various worries and vexing problems I went home, tired out and sleepy, and went to bed. Some time during the night I was dreaming. It seemed it was Monday morning, and I had just stepped into my store. I found a couple of young fellows waiting to see me and I recognized them as a couple of boys who had promised to pay on Saturday night. They told me they didn't get their pay at that time and both paid their bills with profuse apologies.

I stepped back to my desk and found a check from the railroad company, covering a claim I had made the week before. Another letter contained a check from a customer who had moved to Texas, and still another from a fellow that had owed me for a couple of years and who had joined the church but couldn't get right with his Lord until he had settled in full with me.

I looked over my bank book and found I had a splendid balance, with all my bills paid. We opened a shipment of shoes, just in from Brockton, and found them to be the cleanest bunch of shoes we had ever received—much better even than the samples from which they were bought six months before, and best of all, we had made the right guess in buying for they were right in style. We marked them to carry a 75 per cent. profit and sold six pairs while we were marking them.

A little girl called to exchange a pair of size 8 shoes for a pair size 8½ and we had the size because the factory from which I had bought them run their child's sizes from 5½ to 8½.

The parcel post man delivered a pair of satin pumps I had ordered for delivery by 9 a. m. Monday, sure, and just as he was leaving the lady they were ordered for came in and tried them on. They fitted, she complimented me on my promptness in serving her and I got the dough.

A father and mother then entered with a lot of children. The father said to fit them out all around with the best shoes and rubbers I had while he went to the barber shop. One girl weighed 200 pounds and wore a triple E button shoe, and another was tall and slim and wore a triple A. I fitted them and all the rest of the family and when father called he asked for a check and the amount of his bill—\$21.40. He told me he had recently moved into the locality and that his brother,

who had ten children, was soon to move also. He said he had asked one of his neighbors where the best place was to buy shoes and he had directed him to my store.

Just then a farmer entered with a couple of his sons, one aged 16 and the other 18, and he wanted them fitted out with some good Sunday shoes. I sold them both \$5 shoes and the old man a pair of \$7 bootees. He told me he didn't see how I could sell as good shoes as these with leather the price it was. Found he had just sold a load of cattle.

A trio of ladies entered, but only one wished to buy shoes. She wanted one of the "new" styles we had just opened, but her companions thought another style much prettier, and so did I, because it's a pointed toe with a kidney heel I have had in stock ever since it was in style before. I had some of these shoes on the bargain counter, at one time for a dollar a pair and they didn't sell, but since they have "come back," the price on those old shoes has been raised to \$5.

"Now, I would like to see some hosiery. I hear your hosiery talked about as being the best in town and I wish to try it." I sell all three women hosiery to the tune of \$6 worth.

A laborer enters for a pair of shoes and while I am fitting him he tells me he has bought his last pair of shoes from a mail order house and that all I had previously told him about the mail order shoes he had found to be true. I supposed he would want the new shoes charged until pay day, but he said, "Now I sent them the money for the shoes in advance and I want to pay the cash also, because it wouldn't be right to ask you to wait."

My landlord enters, and says: "Kanouse, your store is beginning to look a little shabby, and I want to have it redecorated if you won't object."

My fire insurance man enters and hands me a check for some rebate he tells me his company is making on their premiums.

The tax board enters and after some little discussion they call me to one side and tell me that they have decided to reduce my assessment one-third because I have been placing it a little too high in comparison with my competitors.

All this time my several clerks have been selling goods to beat the band and eighteen pairs of old style pointed toes have bitten the dust. A job lot man enters and offers to buy all my odds and ends at the price

I paid for them and explains that leather has advanced so rapidly that my odd sizes are worth par. Do I sell? Well, I hug and kiss that job lot man right in the face!

My second mail is delivered and I have a letter from my wholesale rubber house informing me they have decided to extend the time for payment on all my rubber bills to January 15, 1915.

A letter from my shoe manufacturer brings the news that they have decided to "get together" and take their salesmen all off the road for the present. They are to eliminate all "freak" styles and promise not to bring out any new thing in the midst of the season. They will stock everything, and when the season opens they will send their salesmen to take our orders on just the styles that are selling.

A 300 pound woman enters and wants a stylish, turn sole, patent leather shoe. She says she likes to buy her turns of me because they never burst out on the sides and the guaranteed patent never cracks. I sell her a 7-EEE.

A man that follows ditching for a living enters and asks for a pair of white soled rubber boots. He tells me he has worn a pair for two years and they are good yet, except the boot he uses to push the spade with has just worn through in the sole.

The train from a nearby town is just in and we are kept busy for an hour fitting the trade that tell us they can't get what they want at home, and after this rush I notice the "sample" shoe store packing up and find they have been forced to close owing to the enforcement of the new "false advertising law."

The Mayor of the town steps in and informs me the Council will pass an ordinance that evening that will absolutely prohibit the solicitation of any funds from business men for any purpose.

The Secretary of the Business Men's Club informs me that his organization has perfected a credit department which will list all "dead beats," and that the people whose names are on that list cannot buy of any other merchant until they have paid their bills where they have been trading.

Customer after customer has called and everyone has been fitted. Everything is lovely and not a kick has been registered all day. I can't understand it. I surely must be dreaming.

Six o'clock come and just as I am closing a lady enters for a pair of shoes. She notices that we are closing up, and says in a sweet voice, "I beg your pardon, I hadn't noticed it was closing hour. I will call to-morrow because I dislike very much to keep a tired clerk after closing hours."

I had an appointment with my life insurance agent and on my way home I stopped at his office and gave him a check for the premium on my \$25,000 policy which he wrote two days previous.

As I started across the street I

tried to dodge a big auto, but I stepped directly in front of another and am killed. I am still dreaming and I see all the nice things the papers say about me, and how Greensburg has lost an influential citizen and especially do they dwell upon the fact that I had only taken out a life policy a few days before.

After all the obsequies are over I find myself standing at the gates of Heaven. I am asked my name, place of residence and the nature of the business I was engaged in, and the moment I tell St. Peter I was a shoe retailer I am admitted without further ceremony.

I meet a lot of shoemen and am taken in charge by Sam Swartz, of Muncie, and "Joe" Fadely, of Anderson. They tell me that in all the time they have been there they have only seen two shoemen turned away; one because he ran a "sample" shoe store and advertised \$5 shoes for \$2.49, and the other for not asking a profit. Fadely said he was admitted because he lived in Anderson and sold shoes and Swartz said he had no trouble getting in because he asked a long profit on his goods. He said they told him that shoemen generally had no trouble in entering the pearly gates for they figured they had already had hell enough on earth.

While we were talking we were joined by an innumerable company of shoemen and a guide escorted us to the gate, where we were informed to wait and hear St. Peter refuse some people we had known on earth. He told us we would enjoy Heaven more and we found it true a little later.

The first person was a weather man, who passed all right until it came to asking what kind of weather he had dished out, and when he said at times it was unseasonable he was sent below.

Two prominent members of the leather trust next asked for admission, but they were escorted with especial honors into the presence of His Satanic Majesty. The last we heard of them was that the Devil had no punishment severe enough for them.

A couple of shoe manufacturers who we most all knew on earth, were refused because they had brought out a new style in the midst of a selling season and killed off all the rest of the dealers' stock.

A tanner of leather was also sent below because he filled his leather with salts and glucose.

A distinguished man came up from Louisiana and while he had been a good man down there, yet he didn't gain admission because he had drafted a so-called "pure shoe" bill and was instrumental in having it enacted into law, much to the detriment of both the retailer and consumer.

We didn't notice any mail order men apply for admittance, and so we asked our guide why they didn't get to Heaven. He told us there was a sign far off from the gate that said: "No Mail Order men need apply, for you had Heaven enough fleeing the poor ignorant sons of earth."

This Michigan Dairyman's Shoe

is made from a soft boarded veal kip stock, and treated and tanned very much the same as the

Primitive American Indian

tanned his buck skin. The leather is very tough and pliable.



The shoe is solid, with Oak Soles, whole vamp.

We are still sell- for **\$2.35** for im- mediate delivery

Recommended for the severest wear.

Now is when you need them.

5% in 30 days for prompt payment.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

*Everything comes to him who waits,
But here's a rule that's slicker:
He who goes for what he wants,
Will get it all the quicker.*



No. 342, Boys' Hi-Cut Shoe for Fall and Winter.

We know you want the best, and that means you want R. K. L. Shoes. But we do not know how many pairs you want, or what stock number. Don't wait until someone else gets the jump on you. Our line of Boys' shoes is complete. Each detail of construction is perfect, and the result of 50 years experience. Order sample pair now, or fill in stock. Send for complete catalog.

Rindge, Kalmbach, Logie Company
Half Century Shoe Manufacturers Grand Rapids, Mich.

A New Number

And a Popular Seller, is Our



No. 577

This is a black English walking shoe similar to illustration, but with tip without perforations, and having black rubber sole and heel.

Price **\$2.85**

Get the profits while they are going. We have these shoes on the floor for immediate shipment.

HIRTH-KRAUSE COMPANY

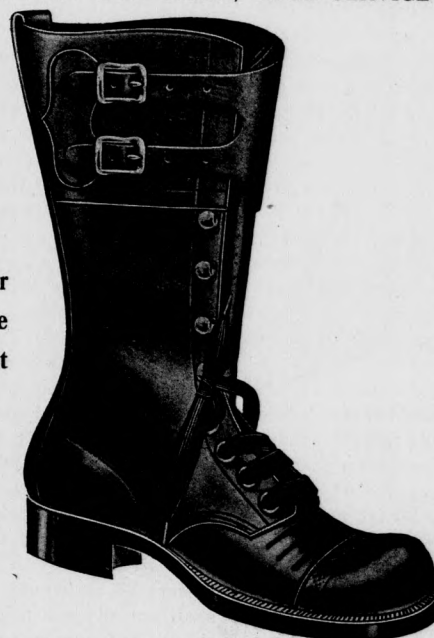
Tanners, Manufacturers and Jobbers of Shoes
Grand Rapids, Mich.

STOCK UP FOR FALL

ON THIS NEW LOW PRICE, GOOD SERVICE NUMBER

In Stock for
At Once
Shipment

Orders
Solicited



No. 884—Men's 12 inch Pioneer, Black Norway Chrome Uppers, 1/2 Double Sole, Re-inforced Shank, Nailed Bottom, Fair Stitched, Large Nickel Hooks and Eyes, Four inch Cuffs with Buckles and Straps, Full Bellows Tongue, Blucher, exactly like cut \$3.15
No. 883—Same shoe only Regular six inch Blucher cut 2.20
No. 878—Same shoe only Regular six inch Plain Toe Blucher cut 2.20

Samples on Request

They Wear Like Iron

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

Grand Rapids, Mich.

A few style writers for the ladies' magazines asked to be admitted but were given suspended sentences. A few drummers also wished to enter, but St. Peter sent the "smart alecky" ones below and gentlemanly ones were allowed to join us.

Next came a whole bunch of fellows, who our guide explained were the ones that promised to pay on Saturday night. St. Peter told them they must be in debt to the Devil also and he sent them on their way to Hades.

Then came a man we all recognized as once having been at the head of the button machine trust and a mighty shout went up as he was told to go to. We all felt sorry for him, but only in proportion to the extent of his having felt sorry for us while we were paying tribute to him on earth.

This ended the day's enjoyment and just as we were ready to go to the wing department my telephone rang. A lady wanted me to come to the store at once to change a pair of shoes she had gotten on Saturday, both for the same foot and different sizes. Said she had to catch the 4 a. m. train.

I then realized I wasn't in Heaven any longer, but was still a retail shoeman and was back on the job again. My dream served to convince me that, in the end, a shoeman's place is in Heaven because he has his punishment right here on earth as he goes along.—Roy C. Kanouse (Greensburg, Ind.) in Shoe Retailer.

Shoe Ornament Trade Affected by War.

Tanners may have their troubles about the future supply and price of hides and skins, and manufacturers may stay up nights wondering what prices finished leather may soar to, but there are other men in the trade who furnish necessary supplies to shoe manufacturers who also are worrying. Manufacturers of shoe buckles, slipper bows and other ornament for women's footwear who have depended upon European sources for much of the raw material which is used here in the manufacture of ornaments, supplies of which are cut off because of the war in Europe, must, if the war continues for any length of time, find substitutes for what they have been accustomed to secure across the water.

The cut steel, jet, many of the finer metal beads and glass beads all come to this country in large quantities from France, Germany and Austria. Italy supplies some jet, but the other countries are by far the largest makers and exporters of ornaments. This big supply the war has cut off.

Not only do the articles which go into bows to ornament them come from abroad, but also a lot of the material of which the bows are made, come from Europe. France supplies a lot of the velvet, chiffon and silks, and most of the stamped vamps which are used, and this supply, while it is not as likely to be shut off as the buckle and bead supply, is likely to be curtailed. There is some hope that all finished product in France will be shipped, as it is believed that

the French and British navies combined will open French sea ports to Atlantic commerce long before the war ends.

"There is a bigger run on buckles now than ever," said a large manufacturer of ornaments, "and unless we can supply it we have got to meet one or two propositions, get American substitutes something like what we have been using or provide substitute styles. We have been creating styles for foreign manufacturers for many years and they have put them through for us, but we are not certain that the American manufacturers can aid us in this way because we have never given them a chance. For the real stuff we go abroad.

"America cannot make and cannot compete with the foreign manufacturers. Practically all of our supply comes from Germany, Austria, Bohemia, France and the countries in Central Europe. The finest beads come from Austria and I know of no American firm that makes them. Some glass beads, of the kind that look like those that Indians use on their moccasins, come from Italy. I do not know when we shall get more and no one can say what the result will be."

Refuses to Guarantee Prices.

The following interesting letter to customers has been sent out by a Brockton manufacturer of men's and boys' shoes:

"The prices quoted in our catalogue mailed you this morning cannot be guaranteed beyond September 15.

"The situation that confronts the shoe trade to-day as a result of the terrible conflict now raging in Europe is without parallel in history and no man can predict to what ends it will reach.

"The source of a large supply of calfskins is in Central Europe and that supply is of course stopped, while war will largely destroy the possibilities of its resumption for many years to come. The embargo on shipping is also cutting off the supply of sole leather, rubber and many other commodities, so we are facing a very genuine and not to any extent a fictitious shortage of leather.

"Sole leather and calfskins alone have advanced during the past ten days to an equivalent of from 30 to 40 cents per pair on the wholesale cost of shoes, and there is every reason to expect that prices will go higher, as Europe with its abnormal war demand commences to draw upon this country for leather and shoes.

"Notwithstanding these conditions, we shall endeavor to do unto our customers as we would be done by and shall not advance prices on our stock shoes until our present supply, which is made of materials bought at old prices, is exhausted.

"We would not advise any dealer to speculate in shoes, or attempt to buy more than he can see his way clear to dispose of, nevertheless it is clearly apparent that if you have not bought for your entire needs for fall and winter, that you will save money by buying now."

What is the Matter With the Country Town?

One of the unexplainable things in connection with the success of the mail-order business in country towns and communities is the attitude taken by retail merchants toward this competition.

A great majority of country merchants believe they can undersell the mail-order houses or the city department stores. A great majority of retail merchants are convinced that neither mail-order houses nor city department stores can sell the same quality of goods as cheaply as can the country retail merchant.

Yet, it is a fact, that the country retailer has utterly failed in educating his customers along this line.

A few weeks ago I was in a country town in Illinois, and was visiting an implement man, when a farmer walked in and wanted to buy a cream separator.

After some talk about the separator the implement man was trying to sell, the farmer asked the price, which the dealer quoted. Immediately the farmer came back with the statement that he could buy the separator much more cheaply from a Chicago mail-order house.

Right there the implement man fell down. He did not seem to have a single argument ready to refute the farmer's statement.

After listening to the conversation a few minutes I took up the argument myself, and I soon found that the farmer was reasonable, was entirely fair, and was open to conviction.

After explaining to him the kind of cream separators handled by the mail-order houses, going a little farther than discussing the quality of only one article, I showed him the enormous operating expense the mail-order houses must necessarily shoulder. In fact, I took up all the legitimate argument that any retailer could use.

I was able to convince this farmer in less than five minutes that he would do much better to buy from the home merchant, and he did buy the separator, loaded it into his wagon, paid for it and took it home.

This is just one experience of a hundred of a similar nature, and to me it is inexplicable why retail merchants have so utterly failed to educate their customers as to the truth regarding mail-order buying.

In my investigation of this question, I find that practically all the country newspapers are not only willing, but anxious to do anything in their power to induce people to buy of home merchants.

These country editors take every occasion to expose the fallacies of mail-order buying, but the retail merchants do not seem to appreciate it. There is scarcely a country editor, but would be glad to publish this kind of matter regularly if the retail merchants would go to the trouble to supply the matter to be published.

All trade papers in all lines are publishing more or less good, readable matter with convincing arguments along this line, yet, the retailer, if

he reads them, rarely if ever takes this copy to his newspaper editor and asks him to publish it.

The retail merchant seems to have the idea that to say anything about the mail-order business is to advertise it. In other words, the retailer goes on the assumption that a knock is a boost.

If this were true, the retail merchants of the United States would be the greatest advertised and best boosted institution in the country, because they certainly have been knocked more than all other institutions combined.

Retail merchants seem to have the idea that a campaign of education against mail-order houses, or against mail-order buying, to be more exact, would become a boomerang and return and do them more harm than good. If a campaign waged against a competitor would re-act and injure the one waging this campaign, I would like to ask the question, "Why have the mail-order houses waxed, and grown fat on this kind of publicity?"

A page of mail-order literature cannot be found that does not contain the statement that retail merchants are unnecessary—that whatever profit a retailer charges is that much profit for the consumer to pay.

The burden of the mail-order literature has been a direct knock at the retail merchant, and yet the mail-order concerns have grown rich.

Now, with the truth on the side of the retail merchant, and with every other legitimate argument in favor of the retail merchant, why should it not be beneficial to the retail merchant to have all of those arguments that are so plainly in his favor, given to the public?

If the retail merchant is to survive, and I certainly think he will, he must take up the fight in his own defense. He must get closer to the newspaper editor in his town, and he must work hand in hand with this editor to expose the fallacies of mail-order buying.

He must not hesitate to tell the truth, the whole truth and nothing but the truth, and if he does this there is absolutely no question as to what will be the result. In other words, the retail merchant must educate his people to buy at home.

O. A. Charles.

Wanted to Get It Right.

A traveling salesman died suddenly and was taken to his home in the West. His relatives telephoned the nearest florist some miles distant, to make a wreath: the ribbon should be extra wide, with the inscription, "Rest in Peace" on both sides, and, if there was room, "We Shall Meet in Heaven."

The florist was away, and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription:

"Rest in Peace on Both Sides, and if There Is Room We Shall Meet in Heaven."

A household necessity is one that no family can afford to be without—unless it has one.

THIRTY-TWO DIFFERENT STYLES

Mayer's Martha Washington Comfort Shoes



No. 470—Ladies' Glazed Dongola Martha Washington, Patent Leather Tip Stay, Medium Wide Toe, Turn Sole. C-EE, 2½-8.



No. 476—Ladies' Glazed Dongola Martha Washington, Plain Wide Toe, Common Sense Last, Turn Sole. E-EE, 3-8.



No. 69—Ladies' Glazed Dongola Martha Washington, Patent Leather Tip Stay, High Cut, Medium Wide Toe, Turn Sole. D-EE, 3-8.



No. 77—Ladies' Glazed Dongola Martha Washington, Blucher, Stock Tip, Rubber Heel, Medium Toe, Turn Sole. EE, 3-8.

THE line of Martha Washington Comfort Shoes has been greatly increased.

This premier line of Comfort Shoes now contains a handsome array of Buttons, Bals and Bluchers besides the former Side Gore numbers—**thirty-two different styles in all**—in regular heights and Oxfords.

Never before has such an opportunity for big business in Comfort Shoes been offered the shoe trade.

This new line has immediately taken on the momentum gained by years of persistent advertising. The Martha Washington is the greatest special and the biggest seller in the entire shoe trade.

Martha Washington sales are doubling. Dealers quickly recognize the advantage of handling this line and the benefits to be derived from Martha Washington publicity, popularity and quality.

Order today to insure prompt deliveries for next season. Last minute orders will undoubtedly be delayed. Be the first to get this line before your trade. Write for catalogue.

F. MAYER BOOT & SHOE CO.
MILWAUKEE, WISCONSIN



No. 468—Ladies' Glazed Dongola Martha Washington, Four Straps and Beaded, Patent Leather Tip, Medium Wide Toe, Turn Sole. D-E, 2½-8.



No. 477—Ladies' Glazed Dongola Martha Washington, Patent Leather Tip Stay, Medium Narrow Toe, Rubber Heel, Turn Sole. D-EE, 2½-8.



No. 74—Ladies' Glazed Dongola Martha Washington, Lace, Patent Leather Tip, Wide Ankle, Turn Sole. EE, 3-9.



No. 75—Ladies' Glazed Dongola Martha Washington, Button, Stock Tip, Medium Toe, Turn Sole. EE, 3-8.



No. 17—Nurses' Glazed Dongola Martha Washington, Bal, Stay Tip, Rubber Heel, Turn Sole. EE, 3-8.



Michigan Retail Hardware Association.
President—C. E. Dickinson, St. Joseph.
Vice-President—Frank Strong, Battle Creek.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Quick Turn Overs in the Hardware Business.

Before the days of the Babcock test the farmer might have in his herd cattle that were not beginning to pay for their keep. Live hardware men are now working along lines so that they, like the farmer using a scientific test for determining the percentage of butter fat in milk, can separate poor yielders from profit producers and "grade up" to a point where only stock paying a sure and immediate profit is left.

Mr. Bean gives valuable, easily understood rules for acquiring and maintaining a "quick turn-over" stock, and for keeping your finger on the pulse of progressiveness and preferences among your customers — Editor's Note.

In one of the great agricultural states of the Middle West is a town of some eight thousand inhabitants which has been on the verge of a boom for nearly fifteen years.

Various local real estate corporations have been formed to boom some addition; the city commercial club has offered inducement after inducement to factories to locate on some favored site; pressure was put upon both steam and electric railways to maintain satisfactory passenger and freight service.

The boom never came, yet a season of steady growth set in. This increase of prosperity and population finds one of the five hardware stores of the town getting considerably over one-half of the new business—trade that, by the law of averages and the customs that are in force in country towns, would naturally be divided equally among the various stores, not one of which has any great advantage over the other because of location or financial backing.

How has this been brought about? Or did it "just happen?"

That a business increase adding several hundred dollars a month to the net profits was not procured by accident, but is a result of the application of the laws of demand and turn-over, is shown by the methods used, as told by the hardware man who had the foresight to link call for new lines with a specific plan for a more rapid disposal of stock.

"To begin with," says this hardware man, "my success as a merchandiser started when I began to realize

thoroughly that dead stock is an expense, not an asset. A sticker is a monument to poor buying; you not only have it occupying shelf room and pay rent, interest, insurance and taxes upon it, but you lose the profit that quick turn-over goods bring you. This is enough of a loss, but there is another, one that few hardware men—no more than I once did—ever reckon in the cost of doing business.

"Some store in a community is going to take the lead for progressiveness and up-to-dateness, and in so taking the lead gets a wonderful amount of advertising without money and without price. People like to bank with the biggest bank, have their case in court handled by the most successful lawyer and buy from the hardware man who has shown the most enterprise in developing a business with snap and attractiveness in the stock and its display.

"After I have inventoried on special 'sticker sheets,' as I called them, all antiquated, little-in-demand items, I figured the amount of money tied up in them and studied the reasons why these articles had failed to sell. I wish, for my own self-esteem, of which I have neither greater nor less than the average man, that I could say that I found it the fault of someone else. But I had bought every one of the offending pieces of merchandise—and, on top of that, had failed to sell them.

"Having scrutinized my own conduct I began to look at outside conditions. I found that I had, absorbed with details, failed to recognize that not only has the new generation begun to demand the best and most novel, but that the older generation is falling into line as well. I got free from my business environment and studied the town and its people. I found that a division of the town plotted years before was beginning to build up. The more I studied it the more certain it seemed to me that there would be several hundred residences go up in the new addition.

"Here is where I did some heavy thinking. New residences meant a heavy demand for new equipment. The houses so far put up were built by men in moderate circumstances; in one case a book-keeper had worked evenings, helping dig his cellar, lay the wall, and afterward in putting up the framework, enclosing it, shingling and painting.

"Builders' hardware was a line I had not pushed before; I had only a fair run on building tools. So I decided to head off that trade, beginning at the time the prospect had

Horse Blankets---Plush and Fur Robes Automobile Robes

We bought our stock before the war and have not advanced our price.
You are invited to look over our line.

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

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

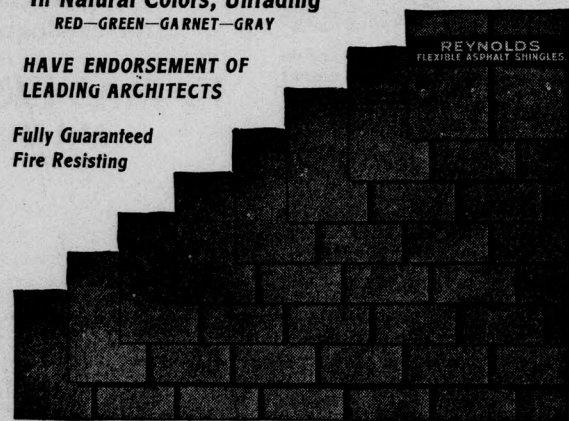
Grand Rapids, Mich.

Reynolds Flexible Asphalt Shingles

In Natural Colors, Unfading
RED—GREEN—GARNET—GRAY

HAVE ENDORSEMENT OF
LEADING ARCHITECTS

Fully Guaranteed
Fire Resisting



10
Years
Test

Approved by National Board of Underwriters.
Beware of IMITATIONS. Ask for Sample and Booklet.
Write us for Agency Proposition.

H. M. REYNOLDS ASPHALT SHINGLE CO.
Original Manufacturer GRAND RAPIDS, MICH.

the idea of building. From the real estate agent handling the property I secured a list of prospective buyers and builders. There were about fifty in the list. These men I managed to see, casually, on the street, at their place of business, or as they came into the store. To them I gave a two-angled selling talk. Told them it was going to cost them considerable money to build and offered them bargains on such of my stickers as would work in. In return for price concessions on these items I was able to do two things: Insure a line of new business and to determine exactly, in advance, just what items, in a line new to me would sell almost as soon as stocked.

"This was the beginning of what is now a definitely-arranged plan for eliminating shelf-warmers and goods that grandpa used to buy. My builders' hardware department, which was the direct result of this plan, was but a beginning, for I found, when I was able to judge builders' demands and extend my business, that it increased the sale of everything new needed in the home and about the place. Deductions made from these sales show me how and what to stock to get the desired combination of quick turn-over and 'profits in ninety days.' These deductions helped me immensely."

"There are a large number of hardware men who can give themselves a severe shock, and at the same time learn something specifically that they now know, generally, by a very simple methods," says a hardware dealer who believes in "a few simple systems kept up to the minute."

"Ask the average hardware man how long he has had a specific item in stock and he can make some sort of guess. If he spends some time running through his invoices he may be able to make a better guess. I was in the guessing class until I started to 'mark in' the date that all my larger items were put in stock. There are three hundred and sixty-five days in the year; if an item is stocked February 1, that being the thirty-second day of the year, the number '32' shows me when I commenced to store that particular article. Similarly, '138' indicates the stock-keeping time began May 18; '187' July 6. By changing the color of the pencil used in marking the label or price tag used, I am able to tell at a glance the day and the year I stocked the more important lines.

"When I started in with this system, some three years ago, I had only a vague idea of how long it took to turn any given line, as cutlery, kitchen furnishings, tools or the like. Nor did I realize the comparative time I kept tinware and enamel ware, as an instance, in stock. But once the daily indicator was in evidence I knew—and no guess-work about it, either.

"Now, what has this enabled me to do? First, knowing, instead of guessing, I am able to separate in my mind and in my store displays stickers from quick-clearance goods.

"Second, I am able to talk specifically to my clerks and keep their

eyes keen for stock which bids fair to stick. Particularly where goods are seasonable certain months of the year, my store salesmen are able to work against time in closing off much of the goods having a tendency to warm the shelves, either over seasons or indefinitely.

"Third, I have available at inventory time a record of stock by classes and by 'age' so that I can tell by studying my inventory sheets what lines are 'movers' and what are not, so I can make extensions, adding paying departments if desired.

"Fourth, I am aided in buying by being able to tell specifically not only how much and what to order, but how far ahead purchases should be made, as an 'age sheet' can be prepared on a line, in an hour or two, that will show me just how that line moves off when stocked.

"Fifth, I am able to determine when and what to sacrifice by putting on a clearance sale. When interest and other 'keeping charges' are eating up a sticker it is time to turn it into money and get that money into salable goods.

"These I find to be some of the many advantages coming from knowing to a day how long an item has been in stock. Exact knowledge is necessary to successful hardware merchandising, so it is the best business practice to know just how long your stock has been in the store."

"Judging the degree of progressiveness of the customer list is no small part of hardware retailing," declared a hardware man who has lately celebrated his success and good judgment by opening a branch store.

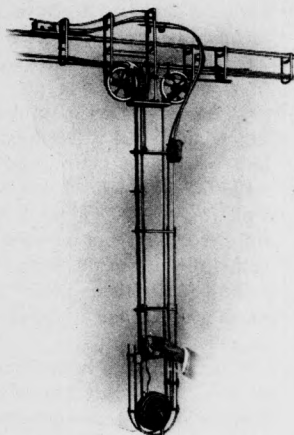
"A study of the papers going out on a rural free delivery route has proved a pretty good index for me to judge what the customer is going to want. Not only that, but when a supplier puts good money behind a line, using National magazines, trade papers and newspapers, I'm sure that he pretty nearly knows that there will be a quick turn-over profit for the retailer, as well as a sure demand from the consumer.

"I have done considerable experimenting in order to extend my business so as to shorten the time which stock stays on the shelves. In pushing for such extension I found, as a general principle, that when a new or unexpected demand arose it was for advertised goods—items for which the supplier had done a great deal toward making the sale. One experiment proved conclusively that new goods called for, but not in stock, are the direct result of suppliers' advertising. I selected twenty representative magazine sections of newspapers circulating largely in my territory. (This was before I made any systematic effort to cut down slow sellers and replace them with quick-turn-over goods).

"As a result of keeping an accurate record of calls for new brands and items I found that about 90 per cent. of the calls were for goods offered for sale in the advertising pages I had on file.

"It took but a month to show me

LAMSON



Cross-Over Drop Station
Newest cable carriers. Cash boxes do not loop drop stations.

Simplicity is the Thing

THE simpler your method of checking goods and sales, the quicker customers are served, the more trade each clerk handles, the lower your cost of doing business.

The Lamson Carriers provide a simple, easy and inexpensive way of doing business.

After the sale is made, goods and money are sent to one central desk for checking and wrapping. The clerk is free to make more sales or interest the customer in other goods.

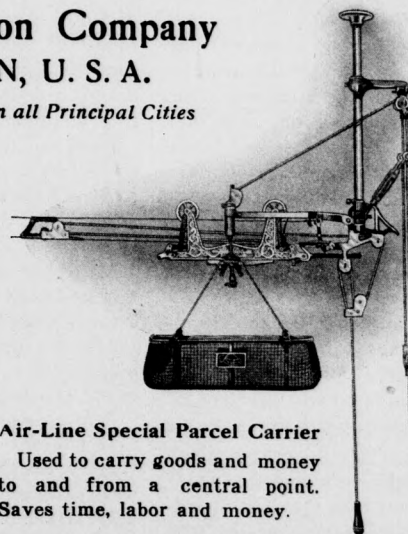
With cash handled at one spot you eliminate the expense, temptation and danger of money scattered in tills throughout the store. You also have a very simple way of getting any information you want about your business.

Centralization provides simplicity—simplicity provides more profit by eliminating red tape, lost motion, annoyance to customers, costly methods of doing business.

There is a Lamson Centralizing System to meet the needs of every store. Lamson equipment includes wire-line cash and parcel carriers, electric cables and pneumatic tube systems, package conveyors, and small elevators.

The Lamson Company
BOSTON, U. S. A.

Representatives in all Principal Cities



Air-Line Special Parcel Carrier
Used to carry goods and money to and from a central point. Saves time, labor and money.

SERVICE

conclusively that in failing to follow up the selling campaign inaugurated by the supplier I was neglecting one of the big principles of profit making—that of completing the sale that the supplier starts."

Figuring loss lines as well as profit lines is the idea of a group of Iowa hardware men who heard this subject discussed at a state convention several years ago. It is claimed for this method that it gives the dealer the necessary information and courage to break with the one and the inspiration to push the other.

Says an Iowa hardware man who is enthusiastic over this method:

"For years I figured profits on my entire stock; at the close of the year I had made \$1,800 from my business, say. Then I reasoned that this was the profit from the entire stock I carried. My obviously bad debts, of course, I charged off, when it occurred to me that I had a thousand dollars' worth of stock that was just as dead as Harvey Jones' account was after he took the bankruptcy act.

"Among the goods I inherited when I took over the store from the old firm were several gross of old razors, carried for years on the inventory as stock 'worth' \$200. Inspecting each razor carefully, I found they were the old-style wide blade, so loved by our grandfathers. Obviously the year's profits had not come, part or parcel, from this lot of goods. Money was easily worth 6 per cent. to me; overhead charge I was figuring at 4 per cent; consequently it had cost me twenty dollars to carry that stock for a year.

"Naturally, I needed a 'loss line' account on my ledger as well as a 'profit' entry. But more than all I needed to know exactly what lines were paying me a salary, the rent on store building, and putting a much-appreciated balance in the bank, and which were making me dig down in my pocket to support them. Investigation showed me that I was making approximately 82 per cent. of my profits on 43 per cent. of my stock, figuring stock at cost plus freight and drayage charges.

"This was the beginning of a systematic attempt at figuring loss lines and the basis of a shift from loss items to those paying a surer, more immediate profit. Stock showing a continued tendency to stick about the premises was 'schemed' off. The out-of-date razors, as an instance, were 'thrown in' with a combination offer of a safety razor, brush, shaving-stick and strop at a price that, while representing but a few cents for the old stock, yet cleaned the greater part of it out.

"With loss lines figured as carefully as profit lines I not only know where my profits come from, but I have a sure guide to what we are all looking for—more net."

"The stuff you've got to carry which doesn't sell well enough to pay—that's a problem that grays the hardware man's hair," says a dealer who advertises "everything in hardware" and live up to his advertisement.

"Every progressive hardware man

makes more or less of an attempt to 'grade up,' but often he is unsuccessful in getting away from the items for which there is only a casual demand because he hates to have a customer disappointed, as he is sure to be when he calls for something which is not in stock.

"I have been successful in developing what I call a 'set system,' which has worked out to good advantage with me and will, I am sure, do as well for others. I stock 'everything' it is true, but I stock old and little-called-for items in 'sets,' mostly in thirds of a dozen, these 'sets' covering a wide range of sizes, styles and brands.

"I have broken in one of my younger clerks to study the stock and he is able, in time that otherwise would be wasted, to keep the assortment complete."

An Illinois hardware man has a novel yet thoroughly practical method of dealing with the problem of keeping to stock which will sell well within the time of profit.

This dealer constantly studies tendencies both in the town and in the country. As he runs over his list of town patrons he asks himself hundreds of questions, such as: Which of these are buying automobiles? Which are putting up new homes? Which are moving? Which are young people growing up who want the most modern goods?

The country list is checked up each month with the county map and the dealer determines the answer to questions such as these: Who of my patrons and prospects are making house or farm improvements? Who are particularly prosperous? What renters are becoming farm owners? What customers are marketing produce in other towns that might be marketed here? What farmers are changing from mixed farming to dairying? What papers are they reading?

Turn-over is vitally related to the answers to each of these questions, for around the answers is built the buying scheme—buying that tends to insure rapid returns. A farming community, as an instance, building barns and silos for cattle feeding, needs building material and hay forks, rope, cream cans and separators, and a wide range of related goods the demand for which can be so surely estimated as to cut down unproductive stock to a minimum.

Such are some of the leading principles which govern successful practice in finding what items are sold quickly, as opposed to those which stick, and how, having determined the sales value of each, to work from the undesirable to those that, after a short term in the stock, bring home the bacon in the shape of bankable profit.—B. C. Bean in Philadelphia-Made Hardware.

If you are afraid to ask your customers whether their last purchases were satisfactory or not, you are probably afraid they were not.

The bass drum player makes more noise than anybody else, but he doesn't lead the band.

The Vital Question.

A Chicago business man with many relatives, some of whom were well-to-do but grasping, recently sought the services of his lawyer to draw up his will. When, after much labor, the document was completed, his client asked:

"Have you fixed this thing, as I wished it, tight and strong?"

"I have done my best," said the lawyer.

"Well," continued the client, "I want to ask you another thing—not professionally, however. As a friend, and man to man, who do you think stands the best chance of getting the property when I am gone?"

One can't judge the dinner by the dinner bell.

The Ventilation of School Rooms Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.

We want to get in touch with School Boards that we may send them descriptive matter.

A record of over 300 rooms ought to be evidence of our ability. Steam and Water Heating with everything in a material line. Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

GEO. H. DAVIDSON
Consulting Contractor and Builder
Estimates and Superintendence Furnished on Short Notice
319 Fourth National Bank Bldg.
Citz. Phone 2931 Grand Rapids, Mich.



"SUNBEAM" FUR COATS

of Marten, Russian Bear, Astrakhan, Galloway and Horse Hide. They are cut on full, generous lines, with roomy pockets, leather arm shields and knit wristlets.

Fur Lined Coats

Very rich, with real Kersey shells and lined with genuine Furs of all kinds. For real dress and comfort they stand ahead of all other winter garments.

We positively guarantee SUN-BEAM Fur Goods the highest grade on the market to-day.

Brown & Sehler Co.

Home of Sunbeam Goods
Grand Rapids, Mich.



Write for the Latest "Buffalo" Catalogue

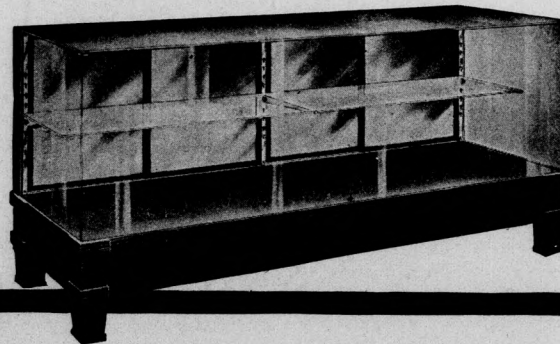
It illustrates the finest line of popular-priced Trunks, Suit Cases and Traveling Bags on the market.

Buffalo Trunk Mfg. Co.

127-139 Cherry St., Buffalo, N. Y.

JULIUS R. LIEBERMANN
Michigan Sales Agent
415 Genesee Ave. Saginaw, Mich.

THE
SOLID CONSTRUCTION
LINE



"**AMERICAN BEAUTY**" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Price is Not All in Buying Hardware.

Without scattering bouquets it is pretty safe to say that a vast majority of hardware dealers underestimate themselves. They look upon themselves not as business men but as workers. They regard their business not as a commercial investment but as a job. They seem content when their establishments return to them the regulation three square meals a day and a place to sleep at night. They do not seem to comprehend that their business is a real live proposition which demands an intelligent analysis and continued study.

The man who makes a success in the hardware field is the one who makes his brain work where others use their hands and feet. It's the man who keeps a close mental grip on every phase of his business, recognizes its relation to every other phase and conducts his business with a thorough understanding of the principles upon which business is built. It's the intelligent dealer who comes out on top every time.

A dealer's profit depends upon what he buys and how frequently he sells. If he can keep these facts in mind all the time it will make little difference how much he pays or what may be the profit on the individual sale. If a dealer buys an article for 20 cents which he can sell every month for 25 cents he is making a profit of 25 per cent. on his cost price every month, or a profit for the year of 300 per cent. In this case it's not a question so much of cost or selling price as of having an article that people want and which can be turned frequently. Cutlery is one of the most profitable hardware lines, but it must be turned frequently if it makes the same return on the amount invested that nails will do during the year. A dozen sales of an article bearing 3 cents profit is better than a single sale of a larger article which sells perhaps once or twice a year at 50 cents profit.

It's all right to seek a good price in buying and it should be done. But too many dealers think only of price. Profits can be made only when the article is sold, hence the more sales the more profits. An article which ties up money for the greater part of the year is not so profitable to handle as the one which moves readily, even though the percentage of profit in the former may be greater.

Many dealers labor under the false impression that they are operating their business at a profit when they can show a return of 6 or 8 per cent. on their capital investment. But a man can put his money in a savings bank and make 4 per cent. and then work for two dollars a day and show a greater profit at the end of the year. Or he can make 6 or 8 per cent. a year on a farm loan and thereby make as much without working as he does on his hardware business. A man isn't a successful merchant unless he shows a profit from his investment and labor greater than the legal rate of interest.

It's nothing to a dealer's credit to work from dawn until dark unless he

is getting somewhere with it. Too many dealers are found spending their entire time behind the counters waiting on their trade. A dealer will spend a half hour waiting on one customer, while perhaps his clerks are loafing, when that same amount of time given to a serious study of his business might be the means of getting ten or fifteen other customers into his store. Of course, it is important that customers be waited on, but it is of far greater importance that customers be brought into the store to be waited on, and greater yet that they will be made permanent customers. A man who gives his serious attention to such problems as these will have little time left to get behind the counter himself.

The matter of giving proper attention to customers within the store does not always concern hardware men as it should. Many will spend large sums in advertising, in putting on bargain sales and other methods of bringing in new customers, only to have their expenditures and efforts nullified by clerks giving insufficient or indifferent attention to the customers drawn by these means.

A common failing with hardware dealers is the thought that their community offers no opportunities for growth of business. They can readily see where a contemporary in another town can prosper and expend his trade, but their mental astigmatism fails to get the trade perspective of their own communities. Few hardware dealers ever get too large for their community. Now and then you hear of one, but such cases are rare.

For the dealer who imagines his community offers no chance for trade expansion, a business survey is recommended. Let him watch the incoming freight shipments a few days and he will be surprised at the volume of the mail-order business. Let him acquaint himself with the number of catalogues going out on the rural routes as future business getters for the mail order houses. Let him look over his competitor and get an idea of the volume of business that others are doing. Then perhaps he can realize that he isn't getting his percentage. Then perhaps he can analyze his business and learn why trade is

going elsewhere, then apply the proper elixirs.

Dead or dormant stocks are the greatest curses of the hardware trade, especially in the smaller towns, where the possibilities of moving are more restricted. Too much capital invested in goods that seldom move ties up capital that frequently is needed in times of poor crops and business depressions. Five hundred dollars' worth of dead stock that won't sell is \$500 tied up indefinitely, perhaps forever, so far as the dealer is concerned. Much better would it be to sacrifice the stock at \$100 which would be that much additional working capital.

The most substantial business is that founded upon quality. "The recollection of quality remains long after price is forgotten," is one of the truest axioms that can be applied to the hardware business. Quality makes for satisfied customers, and satisfied customers are permanent ones.

No dealer is more beset with competition of varied kinds than the hardware merchant. This competition should stimulate him to greater mental work. It should cause him to look to new avenues of selling, to the creation of new trade channels. Fair-minded dealing with the whole attention given to the best methods of serving customers will prove a veritable magnet for drawing friends to the store. Be courteous, but do not sink to servility. Be sociable, but don't deprive your customers of conversation, for listening is one of the

attributes of salesmanship. In buying seek the goods that will turn your stock four or five times a year, for every time you turn your stock you are increasing your percentage of profit 100 per cent. Seek to become a wise buyer rather than a big buyer.

The Burglar Alarm.

Opening her eyes, Mrs. Grayson saw a masked man. By the light of an electric torch he was ransacking her dressing-case.

His powerful build, bushy hair and stubby beard indicated the intruder to be no other than "Murderous Mac," who had terrorized the city for weeks.

"If I scream," tremulously breathed the frightened woman, "he will kill me; and if I don't he will get my diamonds. What shall I do?"

"Wow!" shrieked the outraged infant.

Then—she pinched the baby.

Like a flash the burglar wheeled, and, as fast as his wobbling knees would permit, he rushed from the room. Not until he had run many blocks was he able to conquer his panic.

"That noise sure gets my goat!" he muttered, pulling up with a foolish grin upon his face. "I always expect that next I'll hear my wife sayin', 'Henry, I think you had better get up and walk her a while.'"

Unless you are all the time the kind of a person with whom people like to do business, you cannot be so while you are selling goods.

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



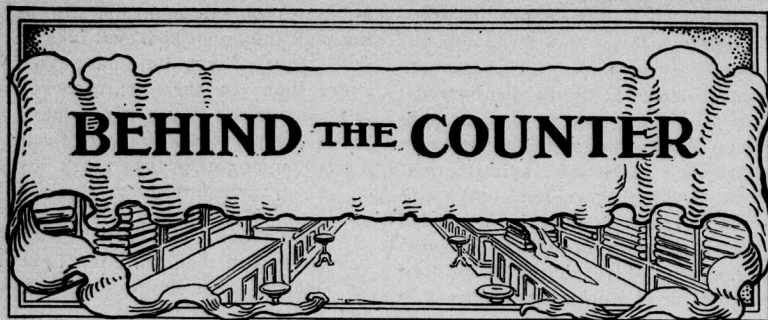
MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

**THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES**

GENERAL SALES OFFICE

165 N. STATE ST., CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



The Hiring and Treatment of Clerks.

It has always been my theory that the character of a store is determined more by the kind of clerks employed than by the kind of stock carried. This may be a theory with which others will take issue. However, I have been able to test out my theory with different stores I have been connected with. There are many people who won't go into the fine, well-appointed store, even though they may be certain of getting better prices there, and better assortment of goods. They do not like the big store because they do not feel at home there. The principle reason is that clerks are hired and trained on certain lines and the customer can not feel comfortable with that kind of clerks.

The whole secret of success in the hiring of clerks is to secure those that are as much like the kind of trade you expect to get as possible. Cheap clerks can wait on cheap trade; if you are after a better class of trade you must have a better class of clerks. Then I think it good policy to use our clerk's brain power. Too many business men place themselves upon a pedestal and go on the theory that "the king can do no wrong." They may have a great deal of latent energy and intelligence stored up in the brain cells of their employees, looking for an opening but practically lying dormant for want of encouragement. The faculty which plays such an important part in the success of men entrusted with large enterprises; namely that of being able to surround one's self with capable employees, men competent to accept responsibility and acquit themselves with credit, is just as necessary for the retail merchant if he expects to achieve the greatest amount of success in his chosen line of business.

The man who possesses openmindedness has immeasurably better chances for success than one who, no matter how competent he may be looks upon those associated with him merely as cogs in the machinery, set in place, to do the bidding of the man who controls the lever. The great majority of clerks are willing and anxious to improve themselves and will meet their employer's more than half way when a genuine interest is shown in them. This interest must be real, and not assumed. If a merchant has the welfare of his clerks at heart and really and truly tries to help them, they will know it and in return will give him loyalty and work that money could not buy. Many a merchant underestimates the ability of his employees, and it is only by giving them

the opportunities to do more, and believing they can do more, that he can get them into the habit of attempting to meet his expectations.

Rules, order and system are all very good and necessary in a well managed business, but sometimes merchants are such cranks about having everything done in a certain way that they give more attention to the methods than they do to the men. If they first get their clerks to feeling right and striving to please them, they will not have much trouble enforcing rules. In many instances, it is well to look to the clerks for results; that is what we are all after. No two men will handle a sale or an arrangement of goods or anything else in exactly the same manner, yet each may get the same results.

Get a clerk interested in his or her work, after you are sure his heart and head are right, and you will not be afraid to throw some responsibility on him and leave the results to him. In a business of the ordinary size—that is, of the size that may be kept in touch with the owner or management—there is a feeling which does not call for direct profit sharing which several are advocating, and which method several wholesale houses and manufacturers are adopting. That is a guaranteed salary for a certain amount and a certain per cent. on all sales over and above certain amount.

In the small business each employee when treated properly feels that he shares in the general prosperity of the business and is willing to do his part in helping to work up that business and to take care of it after it has been secured. In large concerns where employees run into the hundreds, an impersonal feeling is bound to result. To overcome this impersonal feeling, it has been found a good method, in some cases, to introduce profit sharing. By this term is meant the division of profits above a certain amount. I am of the opinion this method in the retail store would be a great incentive to encourage more and effectual work with the clerks.

A disinterested employee not only is a loss to any business because he does not actively push his own work, but the firm is bound to lose on him through lack of loyalty. This loyalty can be encouraged when he has a personal interest in the profits of the entire concern. In favor of the profit-sharing system, in one or another of its forms, a great deal is to be said. Its central recommendation, both from the narrowly economic and from the human standpoint, is its ca-

capacity for infusing into the ranks of the workers the feeling that they have a personal interest in the prosperity of the business for which they are laboring.

In the profit-sharing idea which is embodied in the method of "scientific management," the stake of each employee is expressly measured by the quantity of his own individual efforts. I have found it a good custom of "raising" or "springing a surprise" for special merit or effort, and there is nothing to disturb the hopeful one's equilibrium except for the good of all concerned. But whatever particular form it may take, the idea of introducing wherever it is practicable, such a relation between clerk and employer as makes for keener interest in his work on the part of the worker, and a more human interest in the worker on the part of the employer, is one that is worthy of all encouragement. John I. Bellaire.

Advice to Clerk Who Is Held Down.

I am employed in the store of my uncle. I came back here to the country after about ten months' experience in a good sized city store nearby. My uncle certainly has his own way of doing things and I don't quite understand him. I am supposed to write up the ads, but am forbidden to speak about bargains or any kind of leader values. It also is my task to trim the windows, but I never am allowed to cut prices, offer leaders or specialize in any way. No matter how much the other merchants offer in the way of special values my uncle never will loosen up in the least. My brother says my uncle is an old fogey. Maybe he is. I am sure I want to do right by him and myself. How am I going to do it? I know we can get a lot more business if I can find some way to induce him to allow me to try out what he calls the new fangled ideas.—J. P. M.

Your uncle apparently is a relic of the Crustacean Age. He needs something to break through his shell. Get through and the chances are you will find a pretty live merchant underneath—or at least the makings of one.

Your letter does not give in full detail your ideas about price advertising, window trimming and other store virtues. But we are assuming they are all right. We also assume your uncle is human and that his shell can be penetrated by human agencies.

Study him. Find out whether his refusal to let you do these things is caused through a conscientious belief that his way is most profitable or by plain "won't do it."

If the former is the case, we should think you ought to be able to persuade him to let you have your own way just once, you agreeing to abide by the result, whatever it is. You should have no great amount of difficulty in getting your uncle to let you make one of your kind of window trims. Then spread yourself on that window. Make it the finest window ever seen in your town. For ever inch that your uncle allows you take a mile for that particular occasion.

When he sees the additional trade that the window will bring in he probably will consent to have the operation repeated the following week. He probably is like every other merchant in that he wants business. And when he sees your way is bringing the business he more than likely will gradually let you have your own way about the window and say nothing. You can stand it in that case even if

he doesn't admit he was wrong and you right.

If you are as convincing an advertising writer as you apparently think you are, you certainly ought to bring your advertising philosophy and psychology to bear upon your uncle to such an extent that he will allow you to have your way at least once in an advertisement. This will be much like selling a big bill of goods to a person who does not wish to buy. Try your salesmanship and your advertising ability upon him. If you can't make it win him over to the extent of giving you just one chance, we should say you have overestimated your ability. When you do get the chance, do with it like you did with the window.

Of course, if it is just plain dogged obstinacy and egotism that causes your uncle to pursue his present policy you are up against a pretty hard proposition. We heard once of a young fellow who was working for his father under somewhat similar conditions. He gave father a stiff little jolt one morning by announcing that he had quit and was going to work for a competitor. He went. Father soon found that his competitor was getting a good deal of his trade. He investigated and discovered son John was responsible through certain innovations he had brought about. Son John was soon back to his father's store and is there yet.

Maybe there is a hint in this for you if your uncle is of a never-to-be-moved type. But such cases as this need individual treatment—treatment that must be based upon your knowledge of the person.

One thing is sure you ought to have a chance—that is, if you have got the goods.

It might be a good idea, before you try to start anything with your uncle, to turn the spy glass upon yourself. Do you really know as much as you think you know? If you do, then go to it. If you don't then, maybe uncle is right after all. He has been in the world longer than you have you know. We are saying this not because we sympathize particularly with his side of the case, but because it always is a good idea for a young fellow to be sure he is right in a case of this kind before advancing to the firing line.—Butler Way.

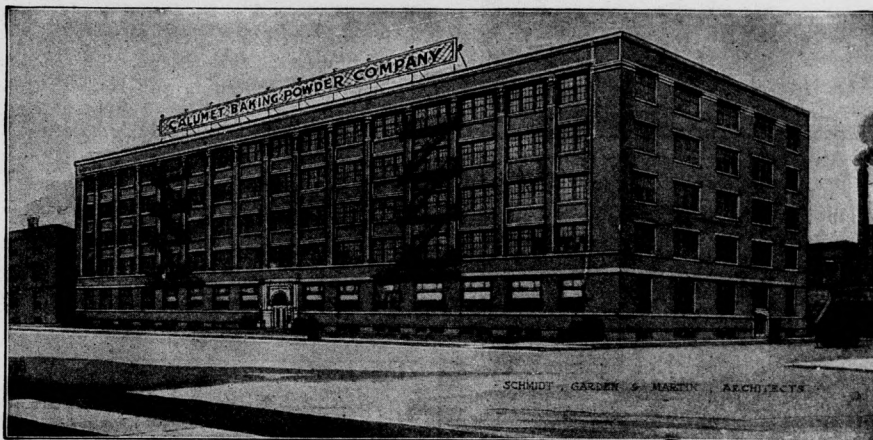
Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

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

Make Out Your Bills
THE EASIEST WAY
Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros., Grand Rapids, Mich.

The Home of Calumet



WITH A FOUNDATION OF QUALITY

This building is a monument to specialization—specialization for a quarter of a century in the manufacture of one thing—baking powder. It is not only the largest and finest Baking Powder factory in the world—as modern and up-to-date in equipment as in appearance—but the largest plant producing a pure food product under one label. Its output justly enjoys the reputation

"The World's Best Baking Powder"

Calumet meets the most particular and exacting requirements of millions of American housewives daily—therefore, it will pay any dealer to push our product. Not sold to soap clubs, peddlers, or mail order houses—marketed strictly on a liberal for-the-dealer policy.

*Let us insure your profitable lines against this illegitimate competition.

Write for our co-operative plan.

Calumet Baking Powder Co.

4100-4124 Fillmore Street

CHICAGO, ILL.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



The Little Store Against the Big One. Written for the Tradesman.

It is an age of big things—big successes, big failures, big aggregations of capital, big undertakings, big disasters, big wars.

In things commercial the whole tendency in the last three or four decades has been toward the centralization of trade in the larger cities. The country merchant has to fight the mail order houses, while the dealer in the small town finds that his keenest competition is not with his fellow merchants across the street or in the next block, but rather with the large department stores and dry goods emporiums in the city some twenty or thirty or fifty miles away.

The marked increase in facilities for transportation both of persons and goods has fostered this tendency. The greater economy in operating expenses and the better division of labor possible in a large establishment have had much to do with the absorption of the small concerns by the larger, or perhaps, more strictly speaking, with the winking out of the smaller concerns and their places being taken by stores fewer in number but wider in their scope.

Certain it is that many men who twenty-five or thirty years ago would have been conducting small businesses of their own, are now heads of departments, floorwalkers or salesmen in the large establishments. It is inevitable that this should be so, and doubtless for the most part these men have been wise thus to fall in with the trend of the times and to content themselves with working for some large firm, even though having the ability to manage successfully a business of their own were conditions favorable to the small concern.

The dry goods and apparel business, perhaps more, than other retail lines, exemplifies this tendency to centralization. Throughout all the residence portions of the large cities a little corner grocery will be found every few blocks, which if properly conducted is making its proprietor a snug living, many families preferring to buy their supplies close at hand and almost from day to day. The outlying drug store gets some business. But for their dry goods shopping the matrons prefer to go to that alluring precinct that is known as down town. As a rule the neighborhood dry goods store has a rather sorry time of it. In the same way the country and small town stores can retain their business against the competition of the mail order houses and the near-by

city stores better in other lines than in dry goods and clothing.

It will hardly needs be said that any person of sound judgment will be wary of starting a small dry goods business in a location where he would be heavily handicapped by the easy access of those whom he would desire as his patrons, to larger and more varied stocks than he can carry. The man whose only opportunity to get into business for himself is to start where the odds will be all against him, may better remain in his salaried position working for some one else, than to risk his little all in what will likely prove a losing venture.

But the small dry goods merchant who is already in it, who has his investment in a stock of goods, who maybe owns his store building and his home—who in short is so situated that he practically has to keep on where he is, what is he to do to hold his own against the competition of the big establishments, which competition seems to be pressing a little harder with each succeeding year? This is the question which more than any other, small dry goods dealers are up against.

You have to admit that you are up against it, that shoppers like the big stocks and the big stores and that the big places can offer some attractions and inducements and make use of some means of getting business that you can not.

The solution to your problem lies in two words—specialization and service.

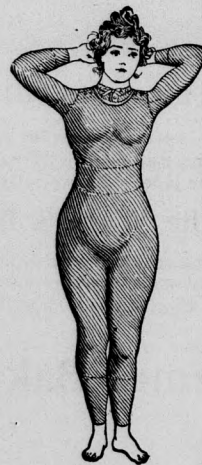
Specialization is a great word nowadays. In the down town districts of the large cities we find specialty shops of various kinds handling perhaps ladies' apparel alone, or silks or linsens or corsets or lace, or some other single line—some of them doing a good thriving business under the very shadow of the large department stores. Such places, if conducted by those who have a genius for that kind of thing, have the opportunity to be more exclusive as to designs and styles than the big places, to be more thoroughly posted in their one line than the large stores are in their many lines, and to appeal successfully to shoppers of fastidious tastes and special requirements. Some of these specialty shops are successful in locations where the same small amount of capital invested in general dry goods lines would be hopelessly dwarfed by the large stores.

If you are a small town dealer you can not specialize on any single line of dry goods, but still you can employ the specialization idea to advan-

tage. Cull your lines to a few kinds in each, and those possessing marked merit or else unusual excellence of value. Get the exclusive sale in your town of popular brands and push them. Enlarge on money-makers, curtail as much as possible on goods that will not move readily. Study the needs and requirements and preferences of your customers at close range, which, by the way, is something you have a better chance to do than your big competitor. He has to deal with people more in the mass.

In service the small shop, if rightly managed, can excel the big concern. The big store must employ a large force of helpers, many of whom never can be brought into perfect accord and sympathy with the business

policies of the firm. A customer feels she has some cause for complaint and takes the matter up with a salesman or a department head. It would be a small thing to adjust the matter to her entire satisfaction, and the members of the firm would be very glad to have this done, but of course it never reaches them. The case is handled by a man who is a little out of temper and feels no especial necessity for holding customers. The lady is offended and cuts the whole establishment. Such things happen many times in the big stores, and the management is powerless to prevent them. In a small shop where everything is done under the eye and ear of the proprietor, there is far better opportunity to correct misunderstandings and



Fashion's Favorite Underwear

The right foundation for a perfectly fitting gown.

Made of Soft, Elastic-ribbed fabric with a silky inner fleece.

Extra Wide Bust, Close Fitting Cuffs, Daintily Tailored. Warm, but not bulky. Insist upon having Underwear for all the family "Setsnug."

Most dealers sell it for only \$1.

Setsnug is also made in 2-piece garments at 50 cents per garment.

PAUL STEKETEE & SONS
Wholesale Distributors Grand Rapids, Mich.

RAIN COATS



We have them for men at \$2.25 to \$7.50 each.

Women, navy or drab color, \$3.75 each.

Misses, navy or drab color, \$3.00 and \$3.50 each.

Children's Capes, navy and red, \$13.50 and \$21.00 dozen.

Ask our salesman to show you the samples.

GRAND RAPIDS DRY GOODS CO.
Exclusively Wholesale Grand Rapids, Mich.

have a good and harmonious feeling between storekeeper and customers. The small dealer must emphasize the personal and make of his patrons friends and boosters for his business.

The advantage is not all on the side of the big concern in other respects besides the personal feeling. When the big store is running all right and enjoying a good trade, it makes lots of money; but when there is depression and things get a little off and business is not what was calculated upon, then the big store is a big, clumsy, unwieldy thing to handle, one that can lose money with amazing swiftness. The failures of large firms, long established and of great business prestige, prove this. The small storekeeper who is weatherwise to commercial indications is better situated to take in sail when he sees an approaching storm than is the big merchant.

Fabrix.

Permanent Customers the Backbone of Any Store.

Some clerks and even some proprietors think it isn't worth while wasting time on children and their wants. They are the last to be waited on, even if they are the first in the store, and then they are given scant consideration. This seems to me to be a great mistake. Children report this to their parents, and a little leaven of dissatisfaction like this often leavens the whole attitude of possible customers toward your store. One of the children in our family was asked to make a purchase in a certain store in our neighborhood on his way to school.

Said he, "Don't ask me to buy any thing in that store before school, or I'll be late. The clerks always wait on us children the last ones, and sometimes they pretend not to see us. They think anything is good enough for us kids."

"All right," said I, "you needn't mind. I am going in town this afternoon, and I'll get what I want then."

One of the greatest merchants in Philadelphia tells this story about himself.

One Christmas Eve, more than fifty years ago, a country boy went into a Philadelphia jewelry store to buy a present for his mother. He had saved a few dollars from his earnings and was pleased to find a pretty trinket within range of his pocket. "I'll take that," he said, proudly. As he spoke he saw another shiny something that pleased him more, even though it came higher. "I think I'll change my mind, and take that one instead," he said to the man, who had not yet wrapped the first selection. "It's too late now," snapped the jeweler. "You've bought this and you must keep it." Doubtless it had been in stock a long time.

Under the custom which then governed business, the boy had no recourse. He took what he did not want and said nothing, nothing audible.

In those days a purchase was as irredeemable as a day gone, except to a favored few. Buying was battling, skirmishing for advantage, bickering, dickering, quarreling, de-

ceiving, duping. There was always a nerve-testing struggle over price, it being generally known that no merchant expected to get his "asking price," except from children and others too weak or ignorant to fight for their rights.

However, this boy, now a merchant king, determined then and there, at that jeweler's, to start some day a store of his own, where none would have to stand such unfair treatment.

He has done so. His store in Philadelphia is one of the largest in the world, and on the capstone of his new mammoth store he had caused to be carved these words: "Let those who follow me continue to build with the plumb of Honor, the level of Truth, and the square of Integrity, Education, Courtesy and Mutuality."

A motto, it seems to me, that can not be equaled for any merchant who wishes to be permanently successful to-day.

Another merchant who now owns a chain of small stores and who is rated as a millionaire, in telling about his early struggles for success, says that he early came to the conclusion, that women are the buyers, and he determined above all things to cater to their trade.

Among other things, he gave his five-and-ten-cent counter a prominent place in the rear of his store, and calls this a strategic position because on her way back to purchase some trifling household necessity, a woman must pass numerous other attractive counters, and if she gets what she wants, she is apt to drift from one department to another, buying other things she uses.

He also says, and as a woman I can cordially second his remark, that in order to make women permanent customers a store must build up a reputation for unflinching courtesy and attention. It was rarely a customer left his store without a "Thank you—I hope you have been properly served—call again."

He further states that they kept a record of every article called for that they did not handle, and also a record of every item of goods called for that they did handle, but did not have in stock. From some recent unfortunate experiences of my own in stores, I should think this would be absolutely necessary, if a store wanted to keep what customers want.

He also kept a regular list of newcomers in the neighborhood, and even called in person when a new family moved in the neighborhood. In his own words, "I never refused an order that I could by any possibility fill, even at a sacrifice. It often cost me money to send some member of my force downtown to get something somebody wanted, but I made customers in the end. Permanent customers are the backbone of any store."

We have one store like this in our neighborhood, where the proprietor will go almost any length to accommodate us; and his courtesy and attention are appreciated by us all in the town, as is evidenced by his con-

stantly increasing prosperity. But we have a number of the other kind too, and speaking from a feminine point of view, such merchants don't deserve to succeed, and I have my doubts whether they ever do succeed.

Marie Campbell.

Maintenance of Health.

We no longer live in the old simple outdoor conditions in which our fathers existed. What sufficed for them won't suffice for us. Habits of living which sustained them in health sustains us in illness. We live indoors. Conditions are infinitely more complicated. We are sedentary. Food, drink and other habits which served well in the out of doors for the purposes of a farmer will not serve at all for the present day factory employe who lives and works indoors. Nothing is more badly needed in the country than that our boys and girls now growing up past the knee may be trained in the science and arts that make and maintain health. If they

have not that, academic knowledge and art skill will avail them little.

Only One Kind.

"Have you any alarm clocks?" enquired the customer of a jeweler recently.

"Yes, ma'am," said the man behind the counter. "About what price do you wish to pay for one?"

"The price is no object if I can get the kind I am after. What I want is one that will arouse the maid without waking the whole family."

"I don't know of any such alarm clock as that, ma'am," said the man. "We keep just the ordinary kind—the kind that will wake the whole family without disturbing the girl."

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.

SALES BOOKS

Buy Them in Grand Rapids
Do It For Western Michigan
And Our Mutual Benefit

You Need
The Books
We Have
Them



We have
All Styles,
Duplicate
and
Triplicate

Send in
Your Book
And Get
Our
Figures

The Tisch-Hine Co..

Manufacturing Stationers, Office Outfitters
Printers, Book Binders
GRAND RAPIDS, MICH.

Another Theory of German Unity.

Detroit, Oct. 5.—Can you explain the unanimity of the Germans in support of the war? Of course, it is easy to understand how a people can be a unit in repelling an invader on their soil. It is also easy to understand how a wave of noisy enthusiasm can sweep over them on the first declaration of hostilities. We saw that in the Spanish War in our country, and doubtless would witness it again if Mexico should do something to render intervention on our part necessary or politic. But in these cases an anti-war party soon asserts itself, without much regard to the justice of the war. So it was in England in the Boer war and in our country after we had freed the concentrados in Cuba and taken Manila. This difference of opinion is a necessary consequence of the difference in the mental and moral make-up of civilized men capable of forming a judgment—right or wrong—on a public question.

Now, Germany is a civilized nation of a sort, and certainly successful in many questions of police and internal administration which we find very perplexing, and in which our practice is not altogether satisfactory. It is supposed to have a thorough educational system. And yet its citizens seem bereft of the power of individual judgment. There is the same unanimity that is shown here in a political convention bossed by the machine in naming candidates. Not a single educated German has called attention to the mistakes made by the central military authorities in taking it for granted that Belgium would be scared stiff by the sight of German troops, that England would sit quiescent while Belgium was overrun, and that the armies of republican France could be as easily disposed of as those of Louis Napoleon, where incapacity and corruption among the officers was almost universal. There are always two sides to any question, and there are certainly two sides to the question, is the German government justified in its present position, in which, even if the German arms are successful, Germany's best customer will be ruined and a legacy of bitter hatred will be bequeathed to industrial Germany—earned by military Germany—which will render the resumption of peaceful commercial relations very difficult. But German scholars seem incapable of forming an independent judgment. They repeat the same unfounded assertions and "begging of the question" that constitute the letter of Eucken and Haeckel. In our country, college professors are never entirely agreed on social or political questions. It may be that many of them are afraid to express themselves in Germany, but the same inability to see both sides of the question or even to state one side with fairness seems to characterize Germans domiciled in America, where the law of lese majeste does not run.

How do you account for this singular phenomenon, the entire absence of independent and differing judgment among a body of educated men? Is it possible that we have been entirely mistaken in our estimate of the value of German education? Does it destroy all capacity for forming an independent judgment and all sense of courtesy and fairness in discussing National questions? It has been noticed that Americans who have earned a German Ph. D. are sometimes incapable of viewing a subject except from one fixed standpoint, and are lacking in alert flexibility of mind. If this is the case, and if the German mental discipline, together with a year of compulsory military service, destroys individuality and initiative and makes simply the docile, subservient—not to say servile—but immensely efficient mental machine, is not character injured? If all Germans are ground down to a dull uniformity of obedience, is their civilization a stage

in the world's progress in which a nation can rest with any security? It looks like a condition as dangerous to the nation as to its neighbors. Educator.

What Some Michigan Cities Are Written for the Tradesman.

Bronson will have a home coming celebration October 14-16.

The Manistee Advocate has taken over the Daily News and Manistee will have one daily paper, called the News-Advocate.

The school board of Bellevue has bought ten acres of land for agricultural and athletic purposes.

Battle Creek now has one of the finest Masonic temples in the State. The building will be dedicated October 28.

Petoskey will install the septic tank system of sewage disposal, to take care of matter that is now being dumped in Little Traverse Bay.

Saranac has let the contract for sixteen boulevard lights on Bridge and Main streets.

Pontiac is now using a motor driven street flusher which carries a 1,000 gallon water tank. The machine will either wash or sprinkle the widest street in the city from curb to curb at a single trip.

A municipal lighting plant is being talked of at Saginaw.

The Common Council of Muskegon asks the local traction and lighting company to place fenders on all its cars and to equip its double truck cars with air brakes.

The Lake Shore Commercial Club met at Saugatuck and elected officers as follows: President, Capt. W. G. Phelps; Vice-President, C. B. Welch; Secretary, W. E. Allen; Treasurer, W. R. Takken. Fruit shippers have been greatly benefited by the new boat line to Chicago secured through efforts of the Club this season.

The beet sugar factory at Caro begun operation October 3, or one day later than last year.

Wayland's annual fall festival will be held October 7-9.

The health department of Kalamazoo will inspect all wells in the city from which drinking water is obtained in an effort to forestall a typhoid fever epidemic.

The contract has been let for the erection of the Culver memorial library building costing \$15,000 at Colon.

Ornamental street lights are being installed for a distance of two blocks on East Washington street, starting at Main street, by the merchants of Ann Arbor.

The Detroit Chamber of Commerce has arranged with the Michigan Central Railway for better shipping services along its line. Hastings is promised a through car by the fast freight run, leaving Detroit early in the evening and reaching Hastings early the next morning. Almond Griffen.

Undecided.

Mrs. Quick Rich, who was intending to purchase an automobile, was undecided as to the kind she wanted. "I really don't know," she said, "whether to buy a Limousine or a Kerosene."

S N A P

We have for sale two large new cabinet National Cash Registers, electrically operated, only used 4 months. Will sell at a sacrifice.

Also 14 large mirrors, following sizes:

- 2 Mirrors 24 x 80
- 2 " 46 x 80
- 2 " 48 x 72, 1 1/4 in. bevel.
- 2 " 38 x 80
- 4 " 32 x 74
- 1 " 52 x 57
- 1 " 52 x 80

(All in oak frames)

Also, six large electric light window reflectors. Also, seven porcelain five-mantel gas arc lights. (Good as new.) Also 85 rolls fancy orange wrapping paper mostly 18 inch.

If interested in any one of these items, it will more than pay you to investigate.

THE DICK BRINK COMPANY

117-119 Monroe Ave.

Grand Rapids Michigan

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

Union Sanitary Poultry, Feeding, and Storage Battery

Acknowledged by this Country's Largest Feeders as the last word in

Poultry Equipment Perfection



SPECIFICATIONS

5' 10" high x 5' 3" long x 3' 4" wide overall. 16 Compartments each measuring 31" long x 19" deep x 15" high in clear. 16 Removable shelf bottoms heavily retinned. 16 Removable galvanized sheet steel Pans. Removable top, end, and center partitions electrically welded. 8 Fronts, 4 to each side. Each Front furnished with two sliding doors. 8 Best quality Basswood Troughs. Heavy angle iron frame. Angle iron runners for shelves and pans. Upright center braces of angle iron and flat steel. Steel gusset plates and one piece patented malleable corners. All hot galvanized after making, except the shelves which are retinned.

No crevices for dirt to collect. Absolutely the most sanitary proposition ever placed on the market.

NO MORE SHRINKAGE. NO MORE SMOTHERED POULTRY. NO MORE WASTED SPACE.

PERFECTLY CONSTRUCTED BY THE WORLD'S LARGEST RACK MANUFACTURING CONCERN.

Can be shipped set up or knocked down perfectly flat. Can be set up quickly and easily by an amateur.

WHEN YOU BUY THE UNION SANITARY FEEDING BATTERY YOU ARE BUYING A PERFECT BATTERY THAT WILL LAST A LIFETIME.

Write for prices and catalog to-day.

UNION STEEL SCREEN CO., LTD.

ALBION, MICH.

Traveler Drew on His Imaginations.

Houghton, Oct. 5.—A few weeks ago a commercial traveler, part proprietor of the concern for which he traveled, visited the copper country and while here made some big sales of goods. This man was a seeker of publicity, however, and when he got home he could not resist the temptation to give a story to a reporter. This would have been all right but the story he gave out was not at all to the credit of the copper country. This man, a Wisconsin man by the way, and one who travels in a rather unusual line up this way, said that all the copper mines were closed, according to the published interview, and that ten or twelve thousand or more people were out of work here, that the residents of the region were going out by the hundred, that business was at a standstill, all because of the European war.

Now conditions in the copper country have been affected greatly by the war. There is no use denying the truth. But this man had too much to say, stretched his story a little too much, according to the published interview. His story was read by thousands who were interested in the copper country and an injury was done this district that will take years, perhaps, to rectify. Copper country merchants, clients of this man, some of them at least, have cancelled their business with his house.

Although conditions in the copper country are not what they were two years or more ago, they are by no means bad, not nearly so bad as they might be were it not for the fact that the mining companies are doing much more than their duty by the districts and the people residing here.

A short time ago the writer began a series of interviews with prominent business men and other residents of the district. When the first two or three stories were recorded, there were many who scoffed, believing the articles merely imaginative. But when more and more business men, men from every town in the district, leaders in all walks of life, even workmen themselves, gave out like interviews the feeling changed noticeably. One Calumet business man who at first declined an interview called in the writer and gave him a "business is good" talk. Not a merchant asked but admitted that business is better right now than it was a year ago. A year ago the merchants were laying in little or nothing in the way of stocks. This fall they are all filling their shelves with new goods. This is taken as a pretty good sign that business prospects in the copper country are bright.

Of course there are men out of work because of curtailment of copper production and all mine employees have had reductions in wages, but it is recognized that these conditions are merely temporary and that when the war is straightened out the copper country will experience an unprecedented boom in business of all kinds. This is something definite, something certain to look forward to, and it is little wonder that the business men feel optimistic.

Fewer traveling salesmen than usual are coming into the copper country right now but not because their firms anticipate small orders or no orders at all from the copper country business houses. The writer has taken a great deal of pains to look into this matter and has ascertained that many firms have called in their travelers altogether and some of them have cancelled their contracts for goods sold for the simple reason that they cannot furnish the goods. The war is the cause of this, of course, for importations of goods of every sort from every country in Europe have either been shut off altogether or have been greatly curtailed. Therefore the commercial travelers are not fewer coming into the copper country alone

but every district in the United States is right now experiencing the same condition. If the big firms cannot procure material from which to manufacture their goods they cannot sell the goods.

Do Unmarried Men Work Cheaper?

Chicago, Oct. 5.—My attention has been called to the following advertisement in Otogoloski, a trade journal published in St. Petersburg:

"The reason I have heretofore been able to sell my goods so much lower than anybody else is that I am a bachelor and do not need to make a profit for the maintenance of a wife and children. It is now my duty to inform the public that this advantage will shortly be withdrawn from them, as I am about to be married. They will, therefore, do well to make their purchases at once at the old rate."

The above is an interesting oddity in advertising. It does not apply to me because some time ago I "surrendered by making a matrimonial alliance." However, my method of combating the condition is entirely different. This Russian merchant proposes raising his prices, whereas my system is to increase the business. My business last year was the "best ever" and my income correspondingly greater. For that reason I am able to go on doing business on "Bachelor Profit."

I don't have to work anyhow—I can starve. J. A. Loranger.

Praiseworthy Good Roads Project.

Spring Lake, Oct. 5.—"Bad roads hinder the marketing of our products of the soil and the purchase of commodities in exchange." Hence every mother's son of us should be boosters for good roads all the time. Spring Lake enthusiasts are laying the foundation for an organization to be known as the Grand Highway Association to work for a good road between Grand Rapids and Grand Haven to be known as the Grand Highway. The County Road Commissioners are helping the project by laying a model half mile of fourteen concrete eastward from the Spring Lake limits which is really the gateway of the county road system. With a hard surface roadway between the villages along this Grand Highway, the trade and exchange of commodities between farmers and consumers must be increased by the better transportation and will tend to keep the "Trade at Home" instead of in Chicago by mail.

Wm. Connelly.

About the Same.

A nervous old lady riding on a railway train, enquired of the conductor which end of the car she should get off.

"O, well, madam," he replied, "it won't make much difference, both ends stop."

AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**

**Makes Best Bread
and Pastry**

"THOMAS"
Pork and Beans Tomato Sauce

"THOMAS"
Red Kidney Beans

"THOMAS"
Sauer Kraut

"MADE IN GRAND RAPIDS"

**By the latest approved sanitary methods and sold
in every State in the Union**

**Write us for prices on Thomas' Celebrated Cider, put up
in all sized kegs**

We are in the market for White Pea and Red Kidney Beans

THOMAS CANNING CO.
GRAND RAPIDS MICHIGAN

The Tradesman's Sworn Statement Made Under New Postal Law

Statement of the ownership, management, circulation, etc., of
THE MICHIGAN TRADESMAN, published weekly at Grand
Rapids, Michigan, required by the Act of Aug. 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the Postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

E. A. Stowe, Grand Rapids.

W. N. Fuller, Grand Rapids.

S. A. Sears, Grand Rapids.

S. F. Stevens, Grand Rapids.

Henry Idema, Grand Rapids.

N. G. Richards, Grand Rapids.

F. E. Clapp, Grand Rapids.

John DeBoer, Grand Rapids.

Fred Pettinga, Grand Rapids.

E. L. Fox, Grand Rapids.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

There are no bonds, mortgages or other securities outstanding against the Tradesman Company.

In regard to section 2 of the law, the Tradesman does not accept payment for any editorial or other reading matter printed as news.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 2nd day of Oct., 1914.

(SEAL)

Florence E. Clapp,

Notary Public in and for Kent Co., Mich.

(My commission expires April 17, 1916.)

THE MEAT MARKET

An Old Time Butcher to His Son.

Dear Ed: The man who allows his competitors to dictate the policies of his business never stays in business very long. The merchant who never takes a forward step without waiting to see what his competitor is going to do always lags behind in the race for more and better business and never manages to get up with the leaders. The men who are successful these days are the men who have brains and foresight enough to plan out a course of action on a sound basis and carry it through to its logical end. They are the men who think for themselves and refuse to allow their competitors to think for them.

If you tell that to the average butcher who runs a small market he will look at you and say: "Huh! That kind of talk is all right for the big fellows, but how the deuce can I be one of those leaders with a shop that's just big enough to swing a cat in?"

He forgets that every one of those big fellows was a small fellow once upon a time. And when they were small they never thought like he does. John Wanamaker's total sales for his first day in business were about a dollar and a half. His first year's sales weren't much larger than those of the average meat market. But that didn't stop him from being a leader and running the store on the basis which he thought was a correct one. And look at the business which he does to-day—every bit of it the result of his own ideas. If Wanamaker had allowed his competitors to run his business he would still be running a one-horse dry goods store on some obscure corner and spending all his waking hours wondering how he was going to meet his jobbers' bills.

G. F. Swift, the founder of Swift & Co., made his first cattle trade with a heifer that his father had given him. Out of that small beginning the great organization which bears his name got its start. G. F. was a man of ideas—not his competitors' ideas, but his own ideas. And he had faith enough in his ideas to stick to them and play them to a finish. He was the master of his own business, as every man should be.

The fear of competition plays too large a part in the way the average butcher runs his market. Some of them spend so much time minding their competitors' business that they forget all about minding their own. What the fellow on the next block is doing is more interesting to them than what they themselves are doing.

And the result is that they stick in the hole all their lives.

This is the fear that makes the butcher sell his meat at prices that do not bring him a fair margin of profit. This is the fear that makes him give away fat and bones, makes him trim his meat instead of selling it as it falls, and makes him give credit where credit shouldn't be given. In fact it is to this fear that practically every abuse in the retail trade may be traced.

Butchers are notoriously hard to organize for their own benefit. Why? simply because this fear of competition makes them suspicious of each other to the extent that they become personal enemies. Butchers are being done by "dead-beats" every day in the week, simply because they refuse to exchange credit information among themselves. Butchers themselves foster the things that should not be instead of uniting and by co-operation doing away with them once and for all.

I know well enough that business is a fight and will be so long as there are two men running stores of the same kind in the same locality. But the fact that they are fighting each other in business doesn't mean that they cannot co-operate with each other for their own advantage. Neither does it mean that they must make their trade fight a personal fight.

They used to tell us that competition was the life of trade. Nowadays a lot of us believe that it is the death of trade. Both of these are true, depending on the kind of competition. That based on quality, service, and value—a straight out and out fight for trade on its merits—never hurt anyone, but on the contrary usually benefits both the fighters. But the kind of competition which degenerates into backbiting and mass of personalities, that never loses a chance to injure the other, is the kind that is a bad thing for you and a bad thing for the man you are fighting. Keep out of it, for it never won any man anything yet.—Butchers' Advocate.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Berrien Springs is well protected from fire now through improvements at the waterworks plant.

Escanaba will purchase an auto fire truck.

Benton Harbor is offering \$1,000 reward for the capture of a bold "fire bug" who is operating there.

Chief King, of the Jackson fire de-

partment, calls attention to a new hazard, the oil mop, which women often put away under the stairs or in a corner somewhere and in a short time spontaneous combustion develops.

Marquette fishermen report smaller catches on the lake this season, but a profitable season on account of good prices. The retail price of fish in Marquette has remained the same, however, with whitefish at 15 cents and lake trout at 12½ cents. The closed season for commercial fishing on the lakes extends from Oct. 10 to Nov. 15.

Constantine is hoping to be presented by the Lake Shore Railroad with a new passenger station soon. Railroad officials met with the business men recently and, while non-committal they promised to see what could be done about it. The old building has one small waiting room and does not give travelers the right idea of Constantine, which is really a beautiful town.

The Lake Shore Commercial Club met recently at Saugatuck and reviewed its work of the past two years. The new boat line to Chicago has been a success and there is talk now of a railroad being built from the east to connect with it. With steamboat lines, railroads and factories Saugatuck and Douglas are sure to grow.

An ordinance regulating the slaughter of cattle within the city limits has been adopted at Sault Ste. Marie. Abattoirs are placed under supervision of the health officer and butchers must pay an annual license fee of \$10.

About thirty business men of Eaton Rapids, members of the Commercial Club, were guests recently of the Boosters and Knockers Club at Albion and cordial relations between the two cities are strengthened.

Bay City has been presented with 500 evergreen trees for its parks by the Detroit & Mackinac Railroad.

Battle Creek's long drawn out gas fight is likely to end soon. The present rate is \$1 per 1,000 feet and the company now offers a new rate of \$1 for the first thousand and 80 cents for each additional thousand feet, which means practically a 20 per cent. reduction in prices. The time of paying monthly bills is also extended from the 10th to the 15th of each month, with the usual 10 per cent. penalty for non-payment. The company also has the right to make a minimum charge of \$6 a year. An ordinance covering the new rates and annulling the one enacted a year ago, fixing the price of gas at 90c, has passed first and second reading and will probably be adopted. The city may annul the ordinance at any time. The gas company made the concession in the interests of "peace and stability" in its business.

Sault Ste. Marie has signed a ten-year contract with a private party for the collection of its garbage at a cost of \$18,400, the new system to take effect Nov. 4. The city plans to buy garbage cans in quantities, to sell to residents at cost.

Benton Harbor is doing its own

smaller street paving jobs at a considerable saving to taxpayers.

Contracts have been awarded for Bay City's new Y. M. C. A. building. Almond Griffen.

Two Receipts for Making German Metwurst.

No. 1—Take 60 pounds of beef and 40 pounds of pork. Use trimming or the residue from the manufacture of salami or cervelat, cleaning all fat from the beef. The pork must be fat. Chop the beef very fine, mixing with it 70 ounces of salt, then add the pork and chop all together, and season with 14 ounces of salt, 12½ ounces ground white pepper, 70 ounces sugar and 5 3-5 ounces saltpeter. Chop fine, mixing the mass well together. Allow the sausage meat to remain in a temperature of 60 degrees F. for two hours before putting into casings. Hang for a week to dry, then smoke them in a cool smoke for five days.

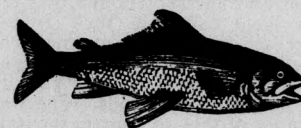
No. 2—To 100 pounds of pork, half fat and half lean, add 63½ ounces salt, 5 3-5 ounces ground white pepper, 4 ounces cane sugar, 2 ounces ground saltpeter. Mix the seasoning well before putting it into the meat. Put the meat into the machine and chop it until it is about the size of walnuts, add the seasoning and continue chopping until the whole is about the size of peas. Stuff firmly into hog casings and tie the ends together, then dry for about a week and afterwards smoke in a cold light smoke until they assume a reddish yellow color.

Advocates Municipal Abattoir.

The Indiana Board of Health is sending out a series of letters to the municipal authorities of the smaller towns calling their attention to the condition of the smaller slaughter houses located therein. The letter declares that the State Board of Health would be glad to co-operate with the local authorities in the development of any plans for a more satisfactory control of their meat supply. Although the State does not supplement Federal inspection by State inspection, they declare that there is a vast field for municipal inspection, and they believe that the latter may be brought about without doing any injury to the business of the local butchers. In fact, the butchers will be in a position to profit greatly, they claim, by the adoption of plans by which the wastes of their present business methods may be eliminated.

It is not necessarily an act of hospitality to make a guest feel at home.

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

The Story of the War of the Powers

that tremendous tragedy of nations, which threatens to completely wipe whole countries from the face of the earth, is being graphically told by expert writers and vividly illustrated with pictures of personages, scenes and events of historical importance and world-wide interest

in the Leading Periodicals!

Probably never before in the history of civilization has there been news and pictures of such momentous importance and absorbing interest to the public, all of which makes this the very best time of all for you to

Sell Magazines and Periodicals

Start your news department now and get the good profit that comes from the sale of MAGAZINES and PERIODICALS, as well as the patronage of their readers in other lines which you handle.

*The Reading Public is
the Buying Public*

The American News Company
9-15 Park Place, New York

The American News Company
New York

Please send me Price List and full Particulars in regard
to installing a Profit-paying News Department

Name

Address

.....
M. T. 10-'14



Grand Council of Michigan U. C. T.
Grand Counselor—M. S. Brown, Saginaw.
Grand Junior Counselor—W. S. Lawton, Grand Rapids.
Grand Past Counselor—E. A. Welch, Kalamazoo.
Grand Secretary—Fred C. Richter, Traverse City.
Grand Treasurer—W. J. Devereaux, Port Huron.
Grand Conductor—Fred J. Moutier, Detroit.
Grand Page—John A. Hach, Jr., Coldwater.
Grand Sentinel—W. Scott Kendricks, Flint.
Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompson, Jackson.
Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.
President—Fred H. Locke.
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Second Vice-President—H. C. Cornelius.
Secretary and Treasurer—Clyde E. Brown.
Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Where the Traveling Man Falls Down.

Orders are lost every day because the salesmen concerned fail to show their goods. It may be said that all salesmen are ever willing to show their line on every possible occasion, and that the opportunity to do so is being constantly sought. I am by no means sure of it. I believe that too many fellows try to substitute talk for demonstration. They have such implicit confidence in their line of talk that they let the most powerful argument rest peacefully in their sample case or traveling bag. They think to win by logic and reasoning—strictly mental process—forgetting that they are appealing to only a part of the factors which aid in the determination of a buyer to purchase.

There are few lines now sold in which the salesman is not given some character of sales assistance in either samples, catalogues or illustrations of some such sort as will appeal to the dealer's sense of sight at least; and sometimes to other of his senses. Yet with these aids I have known men, who drew salaries as salesmen, to utterly neglect such advantages, and, with a superior line to that of competitors, walk out of a dealer's store without an order. It is easily determined that men of that type are not always successful salesmen. Once in a great while a man who can sell by pure talk is found, but such chaps too frequently embroider the truth with fictitious statements which do not stand the test of time and investigation.

Comparison of one line of goods with another makes the most powerful selling argument a salesman can muster—provided his line can stand

the test. The courage to meet the other fellow's goods on their merits does not weaken a salesman with the customer. The fact that he has the courage of his convictions will have a positive effect upon the buyer—even though he may not let you see it. It is always well to remember that the goods the dealer already has on hand represent his previous buying judgment and seeking permission to make comparisons of what you have to offer with what he has previously bought, savors of criticism of his judgment. There is nothing most merchants are more proud of than their ability to buy well, consequently the requested test must be put forth with tact and cleverness in order to get it over.

In these days of service to the customer, I wonder if all houses remember that there is also a service due the salesman. Saleshelps are as essential to the highest efficiency to be had from the salesmen as are the so-called dealer-helps which are so liberally distributed by manufacturers and distributors. These saleshelps may take infinite form, but they should bend to one end and that end—the increased efficiency of the traveling representative. The more assistance a salesman is given in the way of descriptive matter, samples or whatever may be essential, the more effective his work will be with the trade upon which he calls. Not alone in sales but in the ability displayed in showing the retailer how to increase his sales to his trade. Also with good service from the house to the salesman a more accurate measure may be taken of the ability of each individual. When a house has the knowledge that no stone has been left unturned in salesman-service and that despite the fact a man is not getting the business, there is lots less hesitancy about making a change. In most cases, anyway, it's the salesman and not the territory, and if all the opportunities for excuses have been plugged by good sales-helps, a salesmanager knows what to do next.

Coming back to the showing of the goods: I've seen it fail only rarely when a salesman did not get some sort of an order when he properly displayed his goods. I recognize the fact that a man cannot carry a plow or a threshing machine about the country with him but he can carry the proper sales-helps with him in the shape of catalogues, photos, letters of reference, tables of results, etc., and if he's selling canned goods his can-opener ought to be his best friend

and his grip as full as parcel post service from the house will permit.

Have the goods to show—in one form or another. If you've a good customer in a town as far as fifty miles away—get him on the wire and let him tell your new prospect what he's found out about your line. That's the testimonial line of argument—one of the strongest in the salesman's sheaf—but overlooked by many. A bundle of letters from men who've bought from me and my house would be one of the first things I'd get together. Your customers should be your friends and as such they'll boost your game for you in writing or by phone or even by telegraph if you'll let them know you need help with some chap who is skeptical. Show the goods and back 'em up with testimonials—if you can get them—and sales will come oftener and lots easier.

While I'm speaking to this house of salesman-service, may I also remind salesmen that reciprocity is good business. Salesmen are the eyes of the house. They are out on the firing line. They hear about the new models; the improvements, the changes in selling plans, the new brands and varieties; all sorts of information ad infinitum. How do you expect the house to know all these points unless you report details? Do you think they hire a clairvoyant by the month or that they can smell these changes? If you sell a line where samples of competitive lines can be readily purchased and shipped to the house—do so until they tell you to stop. I've known salesmen to send loud wails and excuses for not getting business because somebody else was offering something new or pricing items a bit low and then fail to name said price or to send a sample of the competitive item in to headquarters and then curse things in general, and the sales manager in particular, because the house could give them no satisfaction or assistance or advice as to how to act under the circumstances. Just reverse the situation and figure it out for yourself. Back up your statement with facts instead of fairy-tales, and get the benefit of the service your house is ready and willing to give.

Earl D. Eddy.

Copyright, 1914.

Broad Is the Way.

The Major met Uncle Jim coming home from the county fair. Uncle Jim's mode of progress was such as to command attention. He tacked from one side of the road to the other until brought up short by hitting the fence; and each tack netted him about five feet homeward. The Major reined up.

"Jim, you black rascal, you're drunk again," commented the Major. "It's a long way home—you'll never get there in this fix."

"Yas, suh," answered Jim thickly, anchoring to a post, "it ain' dat dis heah road's so long, suh—but ef dey jes ain' made it so broad, sah!"

When a bride begins to realize that her husband is much like her brother her air castles collapse.

Two Ways of Looking at It.

A perspicacious young man, passing where an old colored man was busy setting fire to the dead grass in a meadow, accosted him thus:

"Don't do that, Uncle Eb, don't do that!"

"Why so, sah, why so?"

"You will make that meadow as black as you are."

"Never mind dat, sah, never mind dat! Dat grass will all grow out an' be as green as you is!"

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

Match Price List

NON-POISONOUS

Strike Anywhere Safety Matches

	Price for 5 cases and over per case	Price for less than 5 cases per case
SAFE HOME		
No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case	\$3.50	\$3.66
BIRD'S-EYE		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.40	3.50
BLACK DIAMOND		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.25	3.40
MARGUERITE		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
SEARCH LIGHT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
BLUE BIRD		
No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	4.10	4.35
CRESCENT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.00	4.25
SWIFT & COURTNEY		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.85	4.10
BLACK SWAN		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.70	3.85
BEST AND CHEAPEST		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
RED DIAMOND		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
ANCHOR		
No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case		
GLOBE		
No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case	2.70	2.85
STRIKE ON BOX MATCHES		
RED TOP		
B Size—12 boxes to package, 60 packages (720 boxes) to case	\$2.50	\$2.75
ALUMINUM		
AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case	1.90	2.00
boxes) in case	1.40	1.50

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 6.—R. C. Bradley, steward of the Newberry hospital, was a business visitor here last week, looking after the fine herd of Holsteins which was on exhibition at the Chippewa county fair. The herd was a credit to the State institution and Mr. Bradley is deserving of much credit in furnishing such a fine exhibit.

Harper & LaLonde have sold their restaurant on Portage avenue to Mr. LaLonde, who will conduct the restaurant, while Harper & LaLonde will devote their entire time to their grocery store and meat market on Easterday avenue.

S. J. Lennox, residing at Steelton, Ont., met with a fatal accident at the ore dock of the Algoma steel plant, where he was employed. While doing some repairs, Mr. Lennox lost his balance and fell into the river, where he was drowned. The body was recovered from the river about an hour later and removed to his home. The deceased is survived by a wife and five children, who have the deepest sympathy of their friends.

The citizens of the Canadian Soo thought they were falling in line by discontinuing their local fair this year on account of the war, but when the reports from various parts of Ontario indicated that numerous fairs were being held as usual, it would seem the hard times were more imaginary than real and they are now looking for the parties directly responsible for not having their usual fair. It seems that certain people have been talking for the community, while the community were in favor of the fair and they are now looking for these individuals. The only satisfaction that the Canadian residents have had so far was to take in the fair on the American side, which far exceeded expectations. While the Canadians are not jealous of their American friends' successful fair, they returned to their homes feeling somewhat sad that so grand an opportunity for having an elaborate fair of their own was passed up.

John S. Owen, of Fibre, a small station on the Soo Line, near the Soo, while out bird hunting with his shot gun last week, ran across a big timber wolf which he was successful in shooting and he was given an order for \$30 bounty. Mr. Owen feels well repaid for his trip through the woods.

The D., S. S. & A. Railway has changed its schedule again. The train now leaving the Soo at 5:05 p. m. for Mackinac, Saginaw, Valley, Detroit and Grand Rapids, will be discontinued. The night express for Duluth will leave the Soo at 5:30 p. m., instead of 6 p. m., as heretofore. This train will handle the through Detroit sleeping car and coach passengers for Lower Michigan. It will also have a dining car attached serving meals. The train now arriving at the Soo at 9:30 p. m. on Sundays from Soo Junction will be discontinued.

I. B. Jefferson, for the past year one of Mr. Eddy's chief clerks at his emporium, has tendered his resignation, but it has not as yet been learned what Mr. Jefferson's future plans will be.

W. T. Feetham, one of our popular Ashmun street jewelers, was unusually happy last week during the fair and it was supposed by his many friends that he was going to spring a surprise at the fair, but it developed later in the day that the arrival of a new daughter was the cause of his unusual happiness and many good cigars were distributed among his numerous friends in consequence.

L. J. Lee, Dafter's leading grocer, accompanied by his son Ralph were Soo visitors this week, making the trip in their auto. Mr. Lee reports a

busy time among the farmers who are threshing and from all accounts the yield of grain will be a record breaker this year, being the best in many seasons.

C. J. Byrns, general manager of the Soo Lumber Co., made a trip through the country last week for the purpose of becoming acquainted with the farmers and he made them all very happy by leaving as souvenirs maps of the war zones in Europe, which were greatly appreciated.

The Michigan State Telephone Co. has finished the extension of its line connecting the Shallows with the Soo and the resorters at the Shallows are more than pleased. The Agricultural School at Charlotte River is also being connected. With the above additional communication the Michigan State Telephone Co. is giving very satisfactory service. As a protection to the company, it has offered a reward of \$100 for the arrest of any person injuring its poles or wires.

The launch Endress, which sank a couple of weeks ago near Whitefish Point, mention of which was made in these columns at the time, has been raised by T. Durocher's derrick scow, assisted by Sam Hogarth, diver. The launch was towed to the Soo by the tug C. J. Schenk and repairs made which cost in the neighborhood of \$700. She started making her regular trips again this week, which is pleasing news to the residents of Whitefish and Vermillion, as they depend largely upon this boat service for their supplies.

Mr. and Mrs. Sam Freedman, who have been on the Association vaudeville circuit during the summer, are visiting here at the home of Mr. Freedman's parents, Mr. and Mrs. Abe Freedman, Maple street.

The many friends of one of our patrolmen, Dan O'Connell, are figuring on presenting him with a medal of honor as a token of esteem of the local sportsmen here. The old saying that you'll always see plenty of game when you can't shoot still holds good in this case, as Dan saw a large partridge on his barn in the rear of his residence on Maple street last week, and while he was not abundantly supplied with ammunition and fire arms, the sight was enough to tempt the most considerate, but it was reported that Dan threw a handful of salt at the bird, causing it to disappear in the direction of the woods. As the season did not open until Oct. 1, the news spread around somewhat rapidly until it reached D. H. Moloney, the Soo's famous sportsman, who immediately made a survey of the surrounding country and successfully located the stray partridge on the morning of the 1st, which he brought home in due form, along with a nice string of birds of the same family.

Last Sunday was peace Sunday in practically all of the churches here, but from all accounts there was considerable recommendations for strength and valor, as the British would like to see the Kaiser wiped off the map before peace is pronounced, while the Germans were willing to return the compliment, so that the dove of peace is still fluttering in the atmosphere and will be until it is welcomed by all nations.

The village of Rudyard is still growing. A new building is being put up by J. B. Anderson, near the Michigan Land Co.'s office. The building is a fine brick block which Mr. Anderson expects to utilize for business purposes.

Andrew Lawrence, one of Dafter's prominent farmers, congratulates himself on his narrow escape last week when the scaffolding which was heavily loaded in his barn with grain gave way. Mr. Lawrence was in the building at the time when he heard the creaking of the timbers and managed to get out just in time to escape the collapse.

O. F. Barber, proprietor and general manager of the Soo high school hockey team, is one of the happiest men in this city over the result of the Soo high school team in winning every contest so far this season. The last victims are the team from Gladstone which played with the Soo with a score of 78 to 0 in favor of the Soo, and the prospects seem unusually bright for the Soo team this year, as they feel quite confident of the future results, so long as there is no intention of having to go to Detroit for another tryout.

The American Finnish League of Hancock is putting up a fight against socialism.

The residents of Cloverland are feeling somewhat elated over the reported prospects of a decline in meat prices, as it was reported that a little more than a week ago 100 carloads of Argentina cattle arrived in Chicago which had originally been consigned to England but was diverted on account of that country becoming involved in the European war. Other shipments are expected to follow in a short time, so that we are to have an ample supply of South American meats, while on the other hand our export trade is rapidly falling off. If prices are lowered it will mean much more activity in the lumbering operations in the Upper Peninsula as it is one of the serious problems with the lumber operators who have been holding off their winter operations on account of the high cost of foods, but they are all ready to commence operations providing there is any reasonable prospect of lower prices.

A short time ago numerous Canadians were arrested in this city for violating the speed laws which evidently was not to their satisfaction and our Canadian friends lost no time in getting even at the first opportunity, when one of our citizens, E. F. Priester, was arrested last week charged with speeding and fined \$5 and costs by Magistrate Elliott. According to Mr. Priester's story he had driven a lady about the Canadian Soo last Thursday afternoon while she was doing some shopping and making a few calls and they had not gone much further than a block or two between each stop, so that they had no opportunity to speed if they so desired. However, when they were ready to return to the ferry dock Mr. Priester had passed the corner where the lady had asked him to turn and failing to make him hear she leaned and touched him on the shoulder and as he slowed down to stop the car, a teamster driving on the wrong side of the street nearly collided with the auto and in making an emergency stop, Mr. Priester killed his engine, and when he got out of the car to crank the motor, one of the constables grabbed him and announced that he was under arrest for speeding, but Priester indignantly denied the charge and the officer replied, "didn't you frighten the lady so badly that she leaned over and grabbed you, telling you to stop?" The engine refused to start and the fresh constable then told Priester that he would also be arrested for blocking traffic, and it cost Mr. Priester \$7.10. It was somewhat unfortunate that Mr. Priester is of German descent which had some bearing on the matter and his advice to German automobilists is to keep away from the Canadian Soo for the present.

M. J. MacLarney has opened a restaurant at De Tour in the building formerly occupied by John Goetz.

Wm. Kirkbride, George Watson and E. S. Taylor, all of Pickford, were city visitors last week.

Ted Horton, manager of the Michigan Forest Product Co.'s store at Strong's, was a business visitor in the city this week.

H. W. Mather, of the Cornwell Beef Co. force took a party of friends to

Pickford this week in his new Packard. They also visited Cedarville and Hessel, making the return trip in the same day, thus breaking all previous records.

J. W. Mc Tavish, popular landlord of the Murray Hill, was at Trout Lake last week to attend the opening of the new Trout Lake Hotel. Mr. Mc Tavish reports the new hotel as being an up-to-date structure in every respect and can cheerfully recommend it to the traveling public. As Mr. Mc Tavish is one of the best hotel men in the U. S., his recommendation can be relied upon.

The Soo minstrels, under the direction of the Soo Lodge of Elks, which will be put on at the opera house this week, promises to be one of the best entertainments ever staged by local talent. The special edition of the Elks newspaper was a credit to the society as it was full of good humor; in fact, it was almost as good as an entire show to digest the contents. One of the unusual features was the Want Columns department, in which the Exalted Ruler, J. Merrified, advertised for a wife. Much to the surprise of his many friends, the advertisement was answered by a young lady from Detroit and Mrs. Merrified, who was to attend the Republican State convention at Kalamazoo, improved the opportunity to go to Detroit, where was united in marriage to Miss Lottie Overstock so that Jack will have to buy two tickets for the Elks' entertainment in consequence.

William G. Tapert.

Mighty Madcaps From Muskegon.

Muskegon, Oct. 6.—After some of our members are shown through our mysteries they probably come for a meeting or so and then seem to lose track of us and probably we only see them once in a year or probably not that often. The meeting to be held on Saturday, October 17, is for the purpose of getting together and becoming acquainted with all No. 404 members and their helpmates. No excuse this time. Be sure and come. E. P. Monroe, H. Anderson and Ernest Welton are working hard to make this meeting a success. Come to this Get Together Meeting!

Reeman is figuring on a cider mill. Claude Pomery, of Holton, has purchased the interest of his brother, June, in the Pomery Bros. store. Claude is a man of good habits and excellent ability so we look forward for a bright future for him.

The Smith Mercantile Co., of Conklin, has sold out to the Harris Mercantile Co. Edward Harris is President of the concern. Ed is well liked and shows marks of becoming a successful merchant.

France has plenty of gun powder on hand, but how about face powder for the fair sex?

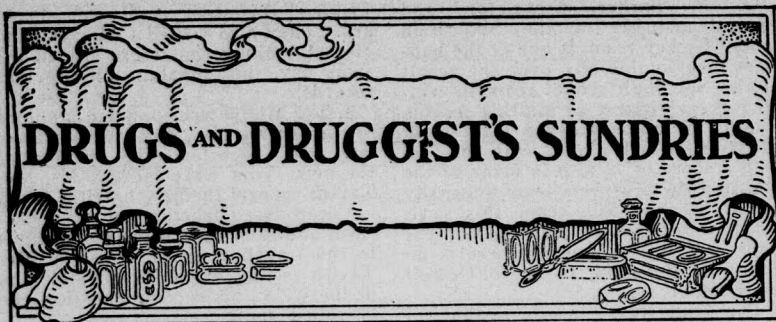
This war is giving Americans a chance to see America.

The Fraternal Aid Society held a meeting in Muskegon and asked all their friends to vote NO on the proposed amendment to come up at the next election. The U. C. T. agrees with them on this point.

George Dixon was in town and I could tell by his smile that business was good. Milton Steindler.

Marquette in Line.

Marquette, Oct. 5.—At a meeting of Upper Peninsula Council Saturday, a resolution was unanimously carried endorsing the action of the Grand Executive Committee in affiliating with the Fraternal Voters' League of Michigan for the purpose of defeating the proposed amendment to Sec. 12 of the State constitution. A committee, consisting of J. E. Burtless, Robert Richards, and Peter Trudell, Jr., was appointed to act in conjunction with other Marquette fraternal committees in carrying on the campaign in Marquette county.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins, Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Grand Rapids, November 17, 18 and 19, 1914.

Michigan State Pharmaceutical Association.

President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.

Michigan Pharmaceutical Travelers' Association.

President—John J. Dooley, Grand Rapids.
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgesner.
 Vice-President—E. D. De La Matter.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

The Preface of the Pharmacopoeia.

From the legal standpoint the preface of the pharmacopoeia is the most important part, since it explains and modifies the text which follows. For this reason it should receive wide publicity in order that the best trained minds in the pharmaceutical profession be given an opportunity to criticize it constructively. This is necessary because no matter how much knowledge a man may possess, or how many facts he may have mastered, in the many branches of art and science which constitute the pharmacy of to-day, he is very likely to convert truths into untruths because of faulty English or from a lack of knowledge of the form of legal expression. It seems to us, therefore, that if any part of the pharmacopoeia should receive publicity, it is the preface. It is only by publicity that "jokers" will be kept out of the preface—jokers which will nullify in part the purpose of its publication, and this through no intent of its author. Referring to potassium iodide in the eighth revision, we read: "It should contain not less than 99 per cent. of pure potassium iodide and should be kept in well-stoppered bottles." This is the purity standard for potassium iodide, and it would seem that there could be no variation from this standard because the language is so specific. Yet when we refer to the preface we read in page 38, line 32, the following: "Chemical substances in the form of powder or capillary crystals, and all hygroscopic salts are to be dispensed in a condition of sensible dryness. As long as this condition is fulfilled, the moisture present is not regarded as an impurity." This part of the preface completely nullifies the standard given in the purity rubric for potassium iodide. If a potassium iodide

containing only 90 per cent. of potassium iodide, 9 per cent. being water, were dispensed, no prosecutions could be brought under the food and drugs act because of the part of the preface cited above.

The preface of the pharmacopoeia plays such an important part, in interpreting the standards of purity given in the text of the pharmacopoeia, that it should receive the close attention of every member of the revision committee, of pharmacists in general and of a recognized legal authority in particular. This will not be possible unless the preface is given wide publicity.

Worthless Anti-Fat Cures.

The Department of Agriculture has lately been considering the merits of

for six months and contrived in that space to change his weight to the extent of two pounds and a half; only sad to relate, he gained instead of losing it.

The most successful of the cures was one advertised by a "great obesity specialist." It worked magnificently for the patient lost eighteen pounds in six months; but no wonder! For the diet list accompanying the remedy forbade the use of bread, pastry, starchy food and sugar. Within three months after discontinuing treatment he had regained all his avoirdupois.

The anti-fat specialists find that one drawback is they cannot conveniently guarantee speedy results. Their promises are too easily tested by the scales. The specialists who "cure cancer and tuberculosis" suffer under no such manifest disadvantage; yet it is not entirely a disadvantage, for by making seemingly moderate promises the obesity professors persuade their victims to persevere in the treatment for a long time, much to the financial advantage of the former.

A Woman's Idea of a Drug Clerk.

Want of dignity in a drug clerk is unpardonable. It is a pleasure to deal with a clerk who is always pleasant—not too pleasant.

tion and will carry on snatches of conversation with a pal who has happened in to see him, and will only give you his divided attention. For example, he will be in so great a hurry to serve you, he will have started to the back of the store to get the article you ask for before you have half finished telling him what you want. In consequence, if you neglect to state the manufacture or make you want, before mentioning the article, he is back with something you do not want. This last mistake, of course, is easily remedied, but in connection with his previous deportment annoys one very much.

Needless to state, a person is not likely to return for any further purchases to a store where this type of clerk is likely to serve.

Emma Spry.

Myself and Me.

I'm the best pal that I ever had,
 I like to be with me;
 I like to sit and tell myself
 Things confidentially.

I often sit and ask me
 If I shouldn't or I should,
 And I find that my advice to me
 Is always pretty good.

I never got acquainted with
 Myself till here of late;
 And I find myself a bully chum,
 I treat me simply great.

I talk with me and walk with me,
 And show me right and wrong;
 I never knew how well myself
 And I could get along.

I never try to cheat me;
 I'm as trustful as can be
 No matter what may come or go,
 I'm on the square with me.

It's great to know yourself, and have
 A pal that's all your own;
 To be such company for yourself,
 You're never left alone.

You'll try to dodge the masses,
 And you'll find the crowds a joke,
 If you only treat yourself as well
 As you treat other folk.

I've made a study of myself,
 Compared with me the lot,
 And I've finally concluded
 I'm the best friend I've got.

Just get together with yourself
 And trust yourself with you,
 And you'll be surprised how well yourself
 Will like you if you do.

George Cohan.

A Useless Struggle.

The ambition to keep up appearances, too often at the expense of honesty, is a foolish one, as is also the pretense of being rich when the reverse is the case. We must be respectable—although only in the meanest sense—in the mere vulgar outward show. We have not the courage to live within our income, but must live in some fashionable state to gratify the vanity of that unsubstantial genteel world of which we form a part. There is a constant struggle and pressure for front seats in the social amphitheater, in the midst of which all noble, self-denying resolve is trodden down and many fine natures are inevitably crushed to death. There is an ambition to bring up our boys as gentlemen, although the result is frequently only to make them "gents." They acquire a taste for dress, style, luxuries and amusements which can never form any solid foundation for manly, gentlemanly character—the result is that a vast number of young men are thrown upon the world who remind one of the abandoned hulls sometimes picked up at sea, with only a monkey on board. John Locke.

THE ETERNAL WICKEDNESS OF WAR.

I see a sorrowing face lifted in a far garden,
 I hear a voice upon a lonely hill—
 I see uncountable millions of other faces
 Of women and huddled children and helpless old people
 And the pale, unafraid faces of strong men going to death.
 It is the desperate rally of dying monarchy.
 It is the last crucifixion of the rights of many.
 It is a resurrection and the day of judgment
 Pronounced upon the war-gods by unescapable wisdom.
 That men may learn the eternal wickedness of war.

certain anti-fat preparations. Although it has been found that they are all good for nothing, yet, the investigators admit that it is practically impossible to prevent the sale of these preparations in interstate commerce under the Food and Drugs Act, because the claims upon the packages are designedly so worded as to evade action.

There is no doubt that the principal obstacle to dealing with worthless remedies under the Pure Food and Drugs Act is, as the New York Times truly observes, that liars are at perfect liberty to lie as long as they have the prudence to confine their efforts to what the Supreme Court once defined as the "prophetic aspect" of their labels.

The anti-fat squad when testing one of the most popular of the remedies, found that of three patients, two of them were so upset that after three weeks' effort, they had to give it up. The third was made of sterner fibre, persevering with singular fortitude

In a drug store that enjoys a good trade you will always find a clerk who is dignified and who is never in too great a hurry to answer questions, to dispel any doubts one might have in regard to the article asked for. He seems to know more about his stock than merely the price and name. He always finds time to hand you your change—not put it on the counter. If you have several small bundles he is bound to see them and ask if he might wrap them together. Courtesy from a clerk is expected by all patrons, but especially appreciated by women customers.

Last, but not least, he always presents a well-groomed appearance. He is what might be called "The right man in the right place."

The reverse type of clerk you will always find has an altogether careless appearance. One cannot help but make a comparison when they enter a store with this sort of clerk in charge. He will approach you with raised eyebrows instead of a saluta-

WHOLESALE DRUG PRICE CURRENT

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

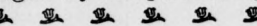
Acids		Mustard, true .. 9 00@9 50	Ipecac .. 75
Acetic .. 6 @ 8		Mustard, artif'l 4 50@5 00	Iron, clo. 60
Boric .. 10 @ 15		Neatsfoot .. 80@ 85	Kino .. 80
Carbolic .. 58 @ 60		Olive, pure .. 2 50@3 50	Myrrh .. 1 05
Citric .. 1 00@1 10		Olive, Malaga, yellow .. @ 2 00	Nux Vomica .. 70
Muriatic .. 1 3/4 @ 5		Olive, Malaga, green .. @ 2 00	Opium .. 2 75
Nitric .. 6 1/2 @ 10		Orange sweet .. @ 4 50	Opium, Capmh. .. 90
Oxalic .. 25 @ 30		Organum, pure .. @ 2 50	Opium, Deodorz'd .. 2 75
Sulphuric .. 1 3/4 @ 5		Organum, com'l .. @ 75	Rhubarb .. 70
Tartaric .. 75 @ 80		Pennyroyal .. @ 2 75	
Ammonia		Peppermint .. 2 75@3 00	
Water, 26 deg. .. 6 1/2 @ 10		Rose, pure .. 16 00@18 00	
Water, 18 deg. .. 4 1/2 @ 8		Rosemary Flowers .. @ 1 35	
Water, 14 deg. .. 3 1/2 @ 6		Sandalwood, E. .. @ 7 00	
Carbonate .. 13 @ 16		Sassafras, true .. @ 1 10	
Chloride .. 15 @ 30		Sassafras, artif'l .. @ 60	
Balsams		Spearment .. @ 3 50	
Copaiba .. 75@1 00		Sperm .. 90@1 00	
Flr (Canada) .. 1 75@2 00		Tansy .. @ 5 75	
Flr (Oregon) .. 40@ 50		Tar, USP .. 30@ 40	
Peru .. 2 75@3 00		Turpentine, bbls. .. @ 5 1/2	
Tolu .. 1 00@1 25		Turpentine, less .. @ 5 00	
Berries		Wintergreen, true .. @ 2 50	
Cubeb .. 85 @ 90		Wintergreen, sweet .. @ 2 50	
Fish .. 15 @ 20		Wintergreen, art'l .. @ 1 25	
Juniper .. 15 @ 20		Wormseed .. 3 50@4 00	
Prickley Ash .. @ 50		Wormwood .. 6 00@6 50	
Barks		Potassium	
Cassia (ordinary) 25@ 30		Bicarbonate .. 30@ 35	
Cassia (Salmon) 65@ 75		Bichromate .. 20@ 25	
Elm (powd. 30c) 25@ 30		Bromide .. 85@ 95	
Sassafras (pow. 30c) @ 25		Carbonate .. 35@ 40	
Soap Cut (powd. 30c) 25@ 30		Chlorate, xtal and powdered .. 35@ 40	
Extracts		Chlorate, granular .. @ 45	
Licorice .. 26@ 30		Cyanide .. 40@ 50	
Licorice powdered 30@ 35		Iodide .. @ 3 85	
Flowers		Permanganate .. 60@ 70	
Arnica .. 30@ 40		Prussiate, yellow .. @ 50	
Chamomile (Ger.) 55@ 60		Prussiate, red .. @ 1 50	
Chamomile (Rom) 55@ 60		Sulphate .. 15@ 20	
Gums		Roots	
Arnica .. 25@ 30		Alkanet .. 20@ 25	
Acacia, 2nd .. 45@ 50		Blood, powdered .. 20@ 25	
Acacia, 3d .. 40@ 45		Calamus .. @ 50	
Acacia, Sorts .. 55@ 60		Elecampane, powd. .. 15@ 20	
Acacia, powdered .. 55@ 60		Gentian, powd. .. 20@ 30	
Aloes (Barb. Pow.) 22@ 25		Ginger, African, powdered .. 15@ 20	
Aloes (Cape Pow.) 20@ 25		Ginger, Jamaica .. 22@ 25	
Aloes (Soc. Pow.) 40@ 50		Ginger, Jamaica, powdered .. 22@ 28	
Asafoetida .. 75@1 00		Goldenseal pow. 6 50@7 00	
Asafoetida, Powd. .. @ 1 00		Ipecac, powd. 2 75@3 00	
Pure .. @ 1 25		Licorice .. 14@ 16	
U. S. P. Powd. .. @ 1 25		Licorice, powd. 12@ 15	
Camphor .. 80@ 90		Orris, powdered .. @ 40	
Gualac .. 50@ 60		Poke, powdered .. 20@ 25	
Gualac, powdered .. 55@ 60		Rhubarb .. 75@1 00	
Kino .. 70@ 75		Rhubarb, powd. 75@1 25	
Kino, powdered .. 75@ 80		Rosinweed, powd. 25@ 30	
Myrrh .. @ 50		Sarsaparilla, Hond. ground .. @ 65	
Myrrh, powdered .. 12 00@12 25		Sarsaparilla Mexican, ground .. 50@ 55	
Opium, powd. 14 00@14 25		Squills .. 20@ 35	
Opium, gran. 15 00@15 25		Squills, powdered .. 40@ 60	
Shellac .. 28@ 35		Tumeric, powd. 12@ 15	
Shellac, Bleached 30@ 35		Valerian, powd. 25@ 30	
Tragacanth		Seeds	
No. 1 .. 2 25@2 50		Anise .. 20@ 25	
Tragacanth pow 1 25@1 50		Anise, powdered .. @ 25	
Turpentine .. 10@ 15		Bird, Is .. @ 12	
Leaves		Canary .. 15@ 20	
Buchu .. 2 25@2 50		Caraway .. 15@ 20	
Buchu, powd. 2 50@2 75		Cardamon .. 2 25@2 50	
Sage, bulk .. 25@ 30		Celery .. @ 40	
Sage, 1/2 loose .. 30@ 35		Coriander .. @ 25	
Sage, powdered .. 30@ 35		Dill .. 20@ 25	
Senna, Alex .. 50@ 60		Fennel .. @ 30	
Senna, Tinn. .. 35@ 40		Flax .. 4 1/2 @ 8	
Senna Tinn powd 25@ 30		Flax, ground .. 4 1/2 @ 8	
Uva Ursi .. 15@ 20		Poenugreek, pow. 10@ 15	
Oils		Hemp .. @ 10	
Almonds, Bitter, true .. 7 00@7 50		Lobelia .. @ 50	
Almonds, Bitter, artificial .. @ 1 00		Mustard, yellow .. 16@ 20	
Almonds, Sweet, true .. 1 25@1 50		Mustard, black .. 16@ 20	
Almonds, Sweet, imitation .. 50@ 60		Mustard, powd. 20@ 25	
Amber, crude .. 25@ 30		Poppy .. 15@ 20	
Amber, rectified .. 40@ 50		Quince .. @ 1 50	
Anise .. 2 75@3 00		Rape .. @ 15	
Bergamont .. 7 50@8 00		Sabadilla .. @ 35	
Cajeput .. 1 25@1 40		Sabadilla, powd. .. @ 40	
Cassia .. @ 2 00		Sunflower .. 8@ 12	
Castor, bbls. and cans .. 12 1/2 @ 15		Worm American .. 15@ 20	
Cedar Leaf .. 90@1 00		Worm Levant .. @ 1 00	
Citronella .. 1 00@1 10		Tinctures	
Cloves .. 20@ 25		Aconite .. @ 75	
Cocoonut .. 1 25@1 50		Aloes .. @ 65	
Cod Liver .. 80@1 00		Arnica .. @ 75	
Cotton Seed .. 2 00@2 25		Asafoetida .. @ 1 35	
Croton .. 2 00@2 25		Belladonna .. @ 1 65	
Cupbebs .. 4 25@4 50		Benzoin .. @ 1 00	
Elgeron .. @ 2 50		Benzoin Compo'd .. @ 1 00	
Eucalyptus .. @ 85		Buchu .. @ 1 50	
Hemlock, pure .. @ 1 00		Cantharadides .. @ 1 80	
Juniper Berries 2 00@2 25		Capsicum .. @ 90	
Juniper Wood .. 40@ 50		Cardamon .. @ 1 50	
Lard, extra .. 85@1 00		Cardamon, Comp. .. @ 60	
Lard, No. 1 .. 75@ 90		Catechu .. @ 1 05	
Laven'r Flowers .. @ 60		Cinchona .. @ 75	
Lavender, Gar'n 1 25@1 40		Colchicum .. @ 80	
Lemon .. 3 00@3 25		Cubeb .. @ 75	
Linseed, boiled, bbl @ 52		Digitalis .. @ 80	
Linseed, bbl. less 56@ 60		Gentian .. @ 95	
Linseed, raw, bbls @ 51		Ginger .. @ 75	
Linseed, raw, less 55@ 60		Gualac .. @ 1 05	

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.

1 9 1 4
Holiday Goods

OUR sample line of holiday goods is now displayed in our show room at headquarters and ready for visiting buyers. There are many new features and we can show our visiting customers the most extensive and best assorted line that we have ever brought to the attention of the buying public. Our stock and our contracts for the season are such that we can give the trade first class service. We urge early visits as we must necessarily handle our orders in the rotation in which they are received. Dates for engagements with our salesmen can be arranged by telephone, by letter or by person. 

Hazeltime & Perkins Drug Co.
Grand Rapids, MichiganEconomic
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.

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Split Peas		Brick Cheese	
Anise Seed		Candles	
Celery Seed		Cream of Tartar	
Split Clothes Baskets		California Dried Limas	
Willow Clothes Baskets		Roller Oats	
		Canary Seed	
		Common Salt	

Index to Markets		1	2
By Columns			
Col.		AMMONIA	Clams
A	1	12 oz. ovals 2 doz. box 75	Little Neck, 1lb. .. @1 00
Ammonia	1		Little Neck, 2lb. .. @1 50
Axle Grease	1		Clam Bouillon
		AXLE GREASE	Burnham's 1/2 pt. 2 25
		Frazer's	Burnham's pnts. 3 75
B	1	1lb. wood boxes, 4 doz. 3 00	Burnham's qts. 7 50
Baked Beans	1	3 1/2 lb. tin boxes, 3 doz. 2 35	
Bath Brick	1	10lb. pails, per doz. 6 00	Corn
Bluing	1	15lb. pails, per doz. 7 20	Fair 65 @ 70
Breakfast Food	1	25lb. pails, per doz. 12 00	Good 90 @ 1 00
Brooms	1		Fancy @1 30
Brushes	1	BAKED BEANS	
Butter Color	1	No. 1, per doz. 45 @ 90	French Peas
		No. 2, per doz. 75 @ 1 40	Monbadon (Natural)
		No. 3, per doz. 85 @ 1 75	per doz. 1 75
		BATH BRICK	Gooseberries
		English 95	No. 2, Fair 1 50
		BLUING	No. 2, Fancy 2 35
		Jennings'	Hominy
		Condensed Pearl Bluing	Standard 85
		Small C P Bluing, doz. 45	Lobster
		Large C P Bluing, doz. 75	1/2 lb. 1 85
		BREAKFAST FOODS	1/2 lb. 3 15
		Apetizos, Biscuits 3 00	Mackerel
		Bear Food, Pettijohns 2 13	Mustard, 1lb. 1 80
		Cracked Wheat, 24-2 2 50	Mustard, 2lb. 2 80
		Cream of Wheat, 36-2 4 50	Soused, 1 1/2 lb. 2 80
		Cream of Rye, 24-2 .. 3 00	Soused, 2lb. 2 75
		Quaker Puffed Rice .. 4 25	Tomato, 1lb. 1 50
		Quaker Puffed Wheat 2 85	Tomato, 2 1/2 2 80
		Quaker Brkfst Biscuit 1 90	Mushrooms
		Quaker Corn Flakes 1 75	Buttons, 1/2s @ 15
		Victor Corn Flakes .. 2 20	Buttons, 1s @ 30
		Washington Crisps .. 1 85	Buttons, 1s @ 25
		Wheat Hearts 1 90	Oysters
		Wheatena 4 50	Cove, 1lb. @ 85
		Evaporated Sugar Corn 90	Cove, 2lb. @1 60
		Farinose, 24-2 2 70	Plums
		Grape Nuts 2 70	Plums 90 @ 1 35
		Grape Sugar Flakes.. 2 50	Pears in Syrup
		Sugar Corn Flakes .. 2 50	No. 3 cans, per doz. 1 50
		Hardy Wheat Food .. 2 25	Peas
		Holland Rusk 2 90	Marowfat 90 @ 1 00
		Krinkle Corn Flakes 2 00	Early June 1 10 @ 1 25
		Maple-Corn Flakes .. 2 80	Early June siftd 1 45 @ 1 55
		Minn. Wheat Cereal 3 75	Peaches
		Ralston Wheat Food 4 50	Pie 1 00 @ 1 25
		Ralston Wht Food 10c 1 45	No. 10 size can pie @ 3 25
		Saxon Wheat Food .. 2 60	Pineapple
		Shred Wheat Biscuit 3 60	Grated 1 75 @ 2 10
		Triscuit, 18 1 80	Sliced 95 @ 2 60
		Pillsbury's Best Cer'l 4 25	Pumpkin
		Post Toasties, T-2 .. 2 40	Fair 80
		Post Toasties, T-3 .. 2 60	Good 90
		Post Tavern Porridge 2 80	Fancy 1 00
			Gallon 2 40
		BROOMS	Raspberries
		Fancy Parlor, 25 lb. 4 25	Standard @
		Parlor, 5 String, 25 lb. 4 00	Warrens, 1 lb. Tall .. 2 30
		Standard Parlor, 23 lb. 3 50	Warrens, 1 lb. Flat .. 2 40
		Common, 23 lb. 3 25	Red Alaska 1 70 @ 1 75
		Special, 23 lb. 2 75	Med Red Alaska 1 40 @ 1 45
		Warehouse, 33 lb. 4 25	Pink Alaska @1 15
		Common Whisk 1 00	Sardines
		Fancy Whisk 1 25	Domestic, 1/4s 3 75
		BRUSHES	Domestic, 1/2 Mustard 3 75
		Scrub	Domestic, 3/4 Mustard 3 25
		Solid Back, 8 in. 75	French, 1/4s 7 @ 14
		Solid Back, 11 in. 95	French, 1/2s 13 @ 23
		Pointed Ends 85	Sauer Kraut
		Stove	No. 3, cans 90
		No. 3 90	No. 10, cans 2 40
		No. 2 1 25	Shrimps
		No. 1 1 75	Dunbar, 1st doz. 1 45
		Shoe	Dunbar, 1 1/2 doz. 2 50
		No. 3 1 00	Succotash
		No. 7 1 30	Fair 90
		No. 4 1 70	Good 1 20
		No. 3 1 90	Fancy 1 25 @ 1 40
		BUTTER COLOR	Strawberries
		Dandelion, 25c size .. 2 00	Standard 95
		CANDLES	Fancy 2 25
		Paraffine, 6s 7	Tomatoes
		Paraffine, 12s 7 1/2	Good 1 05
		Wicking 20	Fancy 1 35
		CANNED GOODS	No. 10 3 10
		Apples	CARBON OILS
		3 lb. standards .. @ 90	Perfection 10
		Gallon @ 3 75	D. S. Gasoline 14
		Blackberries	Gas Machine 22.9
		2 lb. 1 50 @ 1 90	Deodor'd Nap'a 13
		Standard gallons @ 5 00	Cylinder 29 @ 34 1/2
		Beans	Engine 16 @ 22
		Baked 85 @ 1 30	Black, winter .. 8 @ 10
		Bloomington @ 1 1/4	CATSUP
		Carson City @ 1 1/4	Snider's pints 2 35
		Wax 75 @ 1 25	Snider's 1/2 pints 1 35
		Blueberries	CHICORY
		Standard 1 80	Bulk 5
		Gallon 7 25	Red 5
			Eagle 5
			Frank's 5
			Scheuer's 6
			Red Standards 1 60
			White 1 60

3	4	5
CHEESE	Bogota	Hickory Nuts, per bu.
Acme @17	Fair 24	Ohio
Bloomington @17	Fancy 26	Cocoanuts
Carson City @17	Exchange Market, Steady	Chestnuts, New York
Hopkins @17	Spot Market, Strong	State, per bu.
Brick @17		Shelled
Leiden @15	Package	No. 1 Spanish Shelled
Limburger @15 1/2	New York Basis	Peanuts 10 @ 10 1/2
Pineapple 40 @ 60	Arbuckle 18 1/2	Ex. Lg. Va. Shelled
Edam @85	McLaughlin's XXXX	Peanuts 11 1/2 @ 12
Sap Sago @24	McLaughlin's XXXX sold	Pecan Halves @ 65..
Swiss, domestic @20	to retailers only. Mail all	Walnut Halves @ 65
	orders direct to W. F.	Filbert Meats @ 38
	McLaughlin & Co., Chicago	Alicante Almonds @ 65
		Jordan Almonds ..
CHEWING GUM	Extracts	Peanuts
Adams Black Jack 55	Holland, 1/2 gro. bxs. 95	Fancy H P Suns Raw @ 6 1/2
Adams Sappota 55	Felix, 1/2 gross 1 15	Roasted @ 7 1/2
Beeman's Pepsin 55	Hummel's foil, 1/2 gro. 85	H. P. Jumbo, Raw @ 8 1/2
Beechnut 60	Hummel's tin, 1/2 gro. 1 43	Roasted @ 9 1/2
Chiclets 1 25	CONFECTIONERY	
Colgan Violet Chips 60	Stick Candy	
Colgan Mint Chips 60	Horehound 10	
Dentyne 1 10	Standard 10	
Flag Spruce 55	Twist, small 11	
Juicy Fruit 55	Jumbo 10 1/2	
Red Robin 55	Jumbo, small 11	
Sen Sen (Jars 80 pkgs. \$2.20) 55	Big Stick 10 1/2	
Spearmint, Wrigleys 60	Boston Sugar Stick .. 15	
Spearmint, 5 box jars 3 00		
Spearmint, 3 box jars 1 80	Mixed Candy	
Trunk Spruce 55	Broken 10 1/2	
Yucatan 55	Cut Loaf 11 1/2	
Zenc 60	French Cream 11	
	Fancy 8	
CHOCOLATE	Grocers 8	
Walter Baker & Co.	Kindergarten 13	
Germans' Sweet 22	Leader 11	
Premium 22	Majestic 11	
Caracas 28	Monarch 10 1/2	
Walter M. Lowney Co.	Novelty 12	
Premium, 1/4s 29	Paris Creams 12	
Premium, 1/2s 29	Premio Creams 16	
	Royal 9	
CLOTHES LINE	Special 10	
Per doz.	Valley Creams 14	
No. 40 Twisted Cotton 95	X L O 8 1/2	
No. 50 Twisted Cotton 1 30		
No. 60 Twisted Cotton 1 70	Specialties	
No. 80 Twisted Cotton 2 00	Auto Kisses (baskets) 14	
No. 50 Braided Cotton 1 00	Autumn Leaves 13	
No. 60 Braided Cotton 1 25	Bonnie Butter Bites .. 18	
No. 80 Braided Cotton 1 85	Butter Cream Corn .. 16	
No. 80 Braided Cotton 2 25	Caramel Dice 13	
No. 50 Sash Cord 1 75	Cocoanut Kraut 15	
No. 60 Sash Cord 2 00	Cocoanut Waffles 15	
No. 60 Jute 90	Coco Macaroons 17 1/2	
No. 72 Jute 1 00	Coffy Toffy 16	
No. 60 Sisal 90	Dainty Mints 7 lb. tin 18	
	Empire Fudge 15	
Galvanized Wire	Fudge, Pineapple 15	
No. 20, each 100ft. long 1 90	Fudge, Walnut 16	
No. 19, each 100ft. long 2 10	Fudge, Filbert 16	
No. 20, each 100ft. long 1 00	Fudge, Choco. Peanut 14	
No. 19, each 100ft. long 2 10	Fudge, Honey Moon .. 15	
	Fudge, Toasted Cocoa-	
	nut 15	
	Fudge, Cherry 15	
	Fudge, Cocoanut 15	
	Honeycomb Candy 16 1/2	
	Kokays 15	
	Iced Maroons 15	
	Iced Gems 15	
	Iced Orange Jellies .. 13	
	Italian Box Buns 14	
	Lozenges, Pep. 12	
	Lozenges, Pink 12	
	Manchus 14	
	Molasses Kisses, 10	
	lb. box 14	
	Nut Butter Puffs 15	
	Salted Peanuts 13	
	Chocolates	
	Assorted Choc. 16	
	Amazon Caramels 15	
	Champion 13	
	Choc. Chips, Eureka .. 19	
	Climax 15	
	Eclipse, Assorted 16	
	Eureka Chocolates .. 17	
	Favorite 18	
	Ideal Chocolates 19	
	Klondike Chocolates .. 19	
	Nabobs 26	
	Nibble Sticks 19	
	Nut Wafers 17	
	Ocoro Choc. Caramels 17	
	Peanut Clusters 23	
	Quintette 16	
	Regina 12	
	Star Chocolates 14	
	Superior Choc. (light) 19	
	Pop Corn Goods	
	Without prizes.	
	Cracker Jack with	
	coupon 3 25	
	Pop Corn Goods with Prizes	
	Giggles, 5c pkg. cs. 3 50	
	Oh My 100s 3 50	
	Cracker Jack, with Prize	
	Cough Drops	
	Putnam Menthol 1 15	
	Smith Bros. 1 25	
	NUTS—Whole	
	Almonds, Tarragona 20	
	Almonds, California	
	soft shell 13 @ 14	
	Brazils 13 @ 14	
	Filberts 1 00	
	Cal. No. 1 1 00	
	Walnuts, soft shell	
	Walnuts, Chili @ 17 1/2	
	Table nuts, fancy 14 @ 16	
	Pecans, medium @ 13	
	Pecans, ex. large @ 15	
	Crackers	
	Baronet Biscuit 1 00	
	Bremmers Btr Wafers 1 00	
	Cameo Biscuit 1 00	
	Cheese Sandwich 1 00	
	Chocolate Wafers 1 00	
	Excelsior Butters 1 00	
	Fig Newton 1 00	
	Five O'Clock Tea Bct 1 00	
	Ginger Snaps NBC .. 1 00	

6

Graham Crackers Red	
Label, 10c size	1 00
Kaiser Jumbles	1 00
Lemon Snaps	50
Mallomars	1 00
Oysterettes	50
Premium Sodas	1 00
Royal Toast	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Uneda Biscuit	50
Uneda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Other Package Goods

Barnum's Animals	50
Chocolate Tokens	2 50
Butter Crackers NBC	
Family Package	2 50
Soda Crackers NBC	
Family Package	2 50
Fruit Cake	3 00

In Special Tin Packages

Adora, 10c size	per doz. 1 00
Festino	2 50
Nabisco, 10c	1 00
Nabisco, in bulk, per tin	1 75
Festino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR

Barrels or Drums	42
Boxes	43
Square Cans	45
Fancy Caddies	50

DRIED FRUITS

Evaporated Choice blk	10 1/2
Evaporated Fancy pkg.	
Apricots	
California	15@17
Citron	
Corsican	18
Currants	
Imported 1 lb. pkg.	9 1/2
Imported, bulk	9 1/4
Peaches	
Mulrs-Choice, 25lb.	7 1/2
Mulrs-Fancy, 25lb.	8 1/2
Fancy, Peeled, 25lb.	15
Peel	
Lemon, American	14
Orange, American	14
Raisins	
Cluster, 20 cartons	2 25
Loose Muscals, 4 Cr.	7 1/2
Loose Muscals, 3 Cr.	7 1/2
L. M. Seeded, 1 lb.	8@8 1/2
California Prunes	
90-100 25lb. boxes	@ 7 1/2
80-90 25lb. boxes	@ 8 1/4
70-80 25lb. boxes	@ 9 1/4
60-70 25lb. boxes	@ 10
50-60 25lb. boxes	@ 11
40-50 25lb. boxes	@ 12

FARINACEOUS GOODS

Beans	
California Limas	7 1/2
Med. Hand Picked	2 75
Brown Holland	2 40
Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20
Hemlin	
Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 25 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	3 15
Empire	
Peas	
Green, Wisconsin, bu.	2 15
Green, Scotch, bu.	2 15
Split, lb.	5 1/4
Sago	
East India	5
German, sacks	5
German, broken pkg.	
Tapioca	
Flake, 100 lb. sacks	5
Pearl, 100 lb. sacks	5
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE

1/4 to 1 in.	6
1/4 to 1 in.	7
1/4 to 1 in.	9
1/4 to 2 in.	11
2 in.	15
3 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	13
No. 8, 15 feet	14
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	25
Large	34

7

Poles

Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

FLAVORING EXTRACTS

Jennings D C Brand

Extract Lemon Terpeneless

Extract Vanilla Mexican

both at the same price

No. 1, F box 3/4 oz.

No. 2, F box, 1 1/4 oz.

No. 4, F box, 2 1/4 oz.

No. 3, 2 1/4 oz. Taper

No. 2, 1 1/4 oz. flat

FLOUR AND FEED

Grand Rapids Grain & Milling Co.

Winter Wheat

Purity Patent

Sunburst

Wizard Flour

Wizard Graham

Matchless

Wizard, Gran. Meal

Wizard Buckwh't cwt

Rye

Valley City Milling Co.

Lily White

Light Loaf

Granena Health

Gran. Meal

Bolted Med.

Voigt Milling Co.

Voigt's Crescent

Voigt's Royal

Voigt's Flourloft

Voigt's Hygienic Graham

Watson-Higgins Milling Co.

Perfection Buckwheat

Flour

Perfection Flour

Tip Top Flour

Golden Sheaf Flour

Marshall's Best Flour

Worden Grocer Co.

Quaker, paper

Quaker, cloth

Kansas Hard Wheat

Voigt Milling Co.

Calla Lily

Worden Grocer Co.

American Eagle, 1/2s

American Eagle, 3/4s

American Eagle, 1/2s

Spring Wheat

Koy Baker.

Mazetta

Golden Horn, bakers

Wisconsin Rye

Bohemian Rye

Judson Grocer Co.

Ceresota, 1/2s

Ceresota, 3/4s

Ceresota, 1/2s

Voigt Milling Co.

Columbian

Worden Grocer Co.

Wingold, 1/2s cloth

Wingold, 3/4s cloth

Wingold, 1/2s cloth

Wingold, 3/4s paper

Wingold, 1/2s paper

Meal

Bolted

Golden Granulated

wheat

New Red

New White

Oats

Michigan carlots

Less than carlots

Corn

Carlots

Less than carlots

Hay

Carlots

Less than carlots

Feed

Street Car Feed

No. 1 Corn & Oat Feed

Cracked Corn

Coarse Corn Meal

FRUIT JARS

Mason, pts., per gro.

Mason, qts., per gro.

Mason, 1/2 gal. per gro.

Mason, can tops, gro.

GELATINE

Cox's, 1 doz. large

Cox's, 1 doz. small

Knox's Sparkling, doz.

Knox's Sparkling, gr.

Knox's Acidu'd doz.

Nelson's

Oxford

Plymouth Rock, Phos.

Plymouth Rock, Plain

GRAIN BAGS

Broad Gauge

Amoskeag

Herbs

Sage

Hops

Laurel Leaves

Senna Leaves

HIDES AND PELTS

Hides

Green, No. 1

Green, No. 2

Cured, No. 1

Cured, No. 2

Cured, No. 3

8

Calfskin, green, No. 1

Calfskin, green, No. 2

Calfskin, cured, No. 1

Calfskin, cured, No. 2

Pelts

Old Wool

Lambs

Shearlings

Tallow

No. 1

No. 2

Wool

Unwashed, med.

Unwashed, fine

HORSE RADISH

Per doz.

Jelly

5lb. pails, per doz.

15lb. pails, per pail

30lb. pails, per pail

JELLY GLASSES

1/2 pt. in bbls., per doz.

1/2 pt. in bbls., per doz.

8 oz. capped in bbls.

per doz.

MAPLEINE

2 oz. bottles, per doz.

1 oz. bottles, per doz.

MINEE MEAT

Per case

MOLASSES

New Orleans

Fancy Open Kettle

Choice

Good

Fair

Half barrel, 2c extra

Red Hen, No. 2 1/2

Red Hen, No. 5

Red Hen, No. 10

MUSTARD

1/2 lb. 6 lb. box

OLIVES

Bulk, 1 gal. kegs

Bulk, 2 gal. kegs

Bulk, 5 gal. kegs

Stuffed, 5 oz.

Stuffed, 8 oz.

Stuffed, 14 oz.

Pitted (not stuffed)

14 oz.

Manzanilla, 8 oz.

Lunch, 10 oz.

Lunch, 16 oz.

Queen, Mammoth, 19

oz.

Queen, Mammoth, 28

oz.

Olive Chow, 2 doz. cs.

per doz.

PICKLES

Medium

Barrels, 1,200 count

Half bbls., 600 count

5 gallon kegs

Small

Barrels

Half barrels

5 gallon kegs

Gherkins

Barrels

Half barrels

5 gallon kegs

Sweet Small

Barrels

Half barrels

5 gallon kegs

PIPES

Clay, No. 216, per box

Clay, T. D. full count

Cob

PLAYING CARDS

No. 90, Steamboat

No. 15, Rival assorted

No. 20, Rover, enam'd

No. 572, Special

No. 98 Golf. satin fin.

No. 808, Bicycle

No. 632 Tour'n't whist

POTASH

Babbitt's, 2 doz.

9

Sausages

Bologna

Liver

Frankfort

Pork

Veal

Tongue

Headcheese

Beef

Boneless

Rump, new

Pig's Feet

1/2 bbls.

1/2 bbls., 40 lbs.

1/2 bbls.

1 bbl.

Tripe

Kits, 15 lbs.

1/2 bbls., 40 lbs.

1/2 bbls., 80 lbs.

Casings

Hogs, per 1/2

Beef, rounds, set

Beef, middles, set

Sheep, per bundle

Uncolored Butterline

Solid Dairy

Country Rolls

Canned Meats

Corned beef, 2 lb.

Corned beef, 1 lb.

Roast beef, 2 lb.

Roast beef, 1 lb.

Potted Meat, Ham

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 10c	11 52
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 10c	11 40
Cigar Clip, Johnson	30
Cigar Clip, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	40
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pils	7 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	77
Dills Best, 3 1/2 oz.	77
Dills Best, 5c	73
Duke Kid, 5c	73
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B cut	11 52
Four Roses, 10c	92
Full Dress, 1 1/2 oz.	76
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 10c	3 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 80
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Klin Dried, 25c	2 45
Kling Bird, 7 oz.	2 16
Kling Bird, 10c	11 52
Kling Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	96
Lucky Strike, 10c	80
Le Redo, 3 oz.	10 38
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

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Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 98
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	5 75
Way up, 2 1/2 oz.	31
Way up, 16 oz. pails	5 76
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80

TWIN

Cotton, 3 ply	22
Cotton, 4 ply	22
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	9 1/2

VINEGAR

White Wine, 40 grain	3 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	10
Packages free.	

WICKING

No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE

Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	3 50
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 75
Willow, Clothes, me'm	7 50
Butter Plates	
Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	40
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90
Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	65
Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

14

Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12 lb. cotton mop heads	1 30
Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25
Washboards	
Banner, Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
YOURS TRULY LINES	
Pork and Beans	2 70@3 60
Condensed Soup	3 25@3 60
Salad Dressing	3 80@4 50
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75
AXLE GREASE	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00



CHARCOAL

Car lots or local shipments,
bulk or sacked in paper or jute.
Poultry and stock charcoal.
M. O. DEWEY CO., Jackson, Mich.

15

BAKING POWDER

K. C.	
10 oz., 4 doz. in case	85
15 oz., 4 doz. in case	1 25
20 oz., 3 doz. in case	1 60
25 oz., 4 doz. in case	2 00
50 oz., 2 doz. plain top	4 00
50 oz., 2 doz. screw top	4 20
80 oz., 1 doz. plain top	6 50
80 oz., 1 doz. screw top	6 75
Barrel Deal No. 2	
8 doz. each, 10, 15 and	
25 oz.	32 80
With 4 dozen 10 oz. free	
Barrel Deal No. 2	
6 doz. each, 10, 15 and	
25 oz.	24 60
With 3 dozen 10 oz. free	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25 oz.	16 40
With 2 doz. 10 oz. free	
All cases sold F. O. B.	
Jobbing point.	
All barrels and half-	
barrels sold F. O. B. Chi-	
cago.	
Royal	
10c size	90
1/4 lb cans	1 35
6 oz cans	1 90
1/2 lb cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50
CIGARS	
Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Master Grande	68 00
Dutch Masters, Pan.	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
Johnson's Hobby	32 00
Johnson's As It Is	33 00
Worden Grocer Co. Brands	
Canadian Club	
Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10
COFFEE	
OLD MASTER COFFEE	
Old Master Coffee	31
San Marto Coffee	

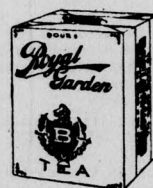


FITZPATRICK BROTHERS' SOAP CHIPS	
White City (Dish Washing)	210 lbs. 3c per lb.
Tip Top (Caustic)	250 lbs. 4c per lb.
No. 1 Laundry Dry	225 lbs. 5 1/2 c per lb.
Palm Pure Soap Dry	300 lbs. 6 1/2 c per lb.

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Roasted
Dwinnell-Wright Co's B'ds

White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top, Blend, 1 lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination	
Distributed by Judson	
Grocer Co., Grand Rapids;	
Lee & Cady, Detroit; Sym-	
mons Bros. & Co., Sagin-	
aw; Brown, Davis & War-	
ner, Jackson; Godsmark,	
Durand & Co., Battle	
Creek; Fiebach Co., To-	
ledo.	



Soap	
Lautz Bros. & Co.	
Acme, 30 bars	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 20
Big Master, 100 blocks	4 00
Cream Borax, 100 cks	3 85
German Mottled, 6bx.	3 15
German Mottled, 10 b.	3 10
THE BOUR CO.,	
TOLEDO, OHIO.	

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.

Auto to trade for merchandise. I will trade a five passenger Overland auto for merchandise. An opportunity for some merchant to get an auto out of his surplus stock. Let me know what you have. N. D. Gover, Loomis, Michigan. 602

For Sale—Forty-six acre farm, four and one-half miles from Grand Rapids. Will sell at a sacrifice if sold soon. Address M. E. Harkins, R. R. 4, Grand Rapids, Michigan. 603

For Sale—Thirty-room up-to-date American and European plan hotel on main corner, three blocks from county court house. Has best paying bar in city and good paying restaurant in connection. Will require \$25,000 to handle. Best reasons for selling. Hotel Schuch, Saginaw, Michigan. Population, 60,000. 604

For Sale—Fine farm of 120 acres, with good buildings, two miles north of Carson City. Forty acres of the best timber in the county, consisting of beech, maple, basswood, elm and fine red and white oak. B. Frank Sweet, Carson City, Michigan. 605

Grocery and Market, For Sale—I have an old stand where man got rich at above business; now doing about \$70 daily; because of low expense, any man can make good money; an experienced meat man can clear \$250 monthly. I have interest that demands time, so would sell and leave Chicago, reason; sacrifice for immediate sale. F. T. Edwards, 3024 Madison St. 606

For Sale—Fine specialty shop, formerly owned by The Lundys. Doing a splendid business every day. Long lease, reasonable rent; beautifully equipped for ready-to-wear and millinery. Must be disposed of at once. Fixtures and stock \$5,000. No other price will buy it. Must be cash. Possession given at once. Drayton Co., South Bend, Indiana. 607

For Sale—65 ft., 1 1/2 in. polished brass rail, 18-in. posts, 75c per foot, including posts. 30 ft. 2-in., 36-in. posts, \$1 per foot. Address Neustadt Automobile & Supply Co., 3200 Locust St., St. Louis, Mo. Catalogue free for the asking. 609

For Sale—Five seven-foot oak settees for shoe store, in good condition. Cheap if taken at once. Ramsdell & Slowey, Albion, Michigan. 610

Wanted to hear from owner of good dry goods or general merchandise store for sale. Give particulars and cash price. D. F. Bush, Minneapolis, Minn. 589

For Sale—Clean up-to-date grocery stock in Southern Michigan town, good location and business. Other business reason for selling. Invoice about \$2,000. Address No. 611, care Michigan Tradesman. 611

Wanted—Position as shoe salesman by young married man. Three years experience. Good references. 612, care Tradesman. 612

65c on the dollar buys my shoe stock. Standard makes, good sizes, wide widths. R. G. Clement, Vicksburg, Michigan. 613

For Sale—Rooming house, sixteen rooms, centrally located. Profits from \$75 to \$90 monthly. Other business reason for selling. Address 144 So. Burdick, Kalamazoo, Michigan. 614

Will pay cash for shoe stock. Address Brown Bros., 420 E. State St., Rockford, Illinois. 615

For Sale—Four drawer National cash register, electrically operated, one Royal coffee mill, electrically operated, one three compartment refrigerator, all nearly new and in first class condition. A. J. Plumb, 140 East Fulton street, Grand Rapids. 616

What have you to trade for my feed and potato crate mill? Good location for cider mill. Have 25 H. P. gasoline engine, large building. Box 7, Butternut, Michigan. 599

Want small stock merchandise—Southern Michigan, cheap. A. E. Greene, Rudyard, Michigan. 600

GREAT RETAIL OPPORTUNITY—On account other interests we shall sell our going, growing 21-year-established, \$150,000-a-year business. Complete women's ready-to-wear, men's and boys' clothing and furnishings, dry goods, men's and ladies' shoes. Stocks A1 condition. Fall orders placed. Cash needed \$40,000 to \$50,000. Would sell one, two or three lines separately; buildings conveniently arranged. As owners of buildings we offer attractive rental terms. Population 20,000 within four mile radius. Sale on basis of stock; nothing for "good will." The Glauber-Beer Co., Cripple Creek, Colo. 582

For Sale—A small stock of staple dry goods, located in Central Michigan. Good town of 40,000. Railroad center, also factory district. Rent, \$18 per month. This can't be beaten for amount invested—\$2,500. Address No. 598, care Michigan Tradesman. 598

For Sale or Exchange—For good stock farm, \$6,000 stock of merchandise and fixtures in one of the best little towns in Northern Michigan; also store building 40 x 65. Potato cellar and warehouse with hall overhead. Entire building 30 x 85 feet, two story, on stone wall. Gas lights and furnace. Also a good eight-room dwelling. Will sell separate or altogether. 160 acres of cutover land. No trifling. Address, No. 586, care Tradesman. 586

For Rent—Store and second floor, 203 Monroe avenue. Will lease for two years. Enquire Commercial Savings Bank, Monroe and Lyon, Grand Rapids, Michigan. 587

For Sale—Thriving general stock. Fine location. Low rent. Good town, population 1,500, paved streets. Stock clean as new. Invoices \$4,500. Address V. C. Wolcott, Union City, Michigan. 591

Livery barn and stock in good condition and in thriving town. Write or phone for particulars. Mrs. James Crocker, North Branch, Michigan. 593

Wanted At Once—Experienced dry goods salesman. Address C. D. Carpenter, Big Rapids, Michigan. 594

For Sale—Old established business, dry goods, groceries and shoes, located in one of the best towns in the "Thumb." Excellent opportunity. Address No. 572, care Tradesman. 572

H. C. HANSEN

Dealer in

Hardware and General Merchandise

Ludington, Mich., Oct. 2.—I certainly congratulate the Michigan Tradesman on its merits as an advertising medium. My first advertisement brought six enquiries, which shows somebody is reading it. Please discontinue, for it has now appeared two times and I have more enquiries than I can answer.

H. C. HANSEN.

For Sale—Hand or electric power freight elevator 4 x 5. First National Bank, Traverse City, Michigan. 595

Exchange Book—1,000 farms, etc., everywhere, for trade. Graham Bros., Eldorado, Kansas. 574

For Sale—Twelve roller bearing clothing trolleys, 48 inch, \$3.00 each. M.M. Hansen, Eaton Rapids, Michigan. 566

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

Merchants Look—Let us reduce or close out your entire stock of goods. Write or phone for date. Sale with or without auction. Security Sale & Auction Company, Humeston, Iowa. 549

Auction selling is the best method for moving "dead" stock. Expert work, honest methods, makes us friends among both buyers and sellers. E. D. Collar, Ionia, Michigan. 543

Will exchange sixty-acre farm, two barns and good house, all cleared, for stock of goods. No. 544, care Tradesman. 544

To Rent—Store room, centrally located on Mitchell street, Cadillac, Mich., 25 x 80 ft., with basement and storage room back. Brick building, corner location. Box B, Cadillac, Mich. 474

Large catalogue Farms and Business Chances, or \$50 selling proposition free. Pardee, Traverse City, Michigan. 519

Drug Store For Sale—Invoice \$3,000. Will take part cash, balance time. Rent \$15. Lease to suit. Average daily sales for 1913, \$12. Good reason for selling. F. J. Lyons, Grand Junction, Michigan. 540

For closing out or reducing stocks of merchandise, engage Greene Sales Co., Jackson, Michigan. 560

Will sell my stock of general merchandise to the party making me the best offer on or before Sept. 10, 1914. Telephone Citiz. 5. C. W. Long, Saranac. 511

For Sale—Business Men—N. B. Something new. The Morning Bracer, a great nerve remedy. No mineral or drastic drugs. Put up in tablet form, 30 drinks \$1. Send for trial 50c bottle. Postage stamps O. K. Address Mountain Herb Drug Co., 322-323 Widdicombe Bldg., Grand Rapids, Mich. 473

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 Rent—Store building. Good location for clothing or department store, in a live Michigan town. Address No. 328, care Tradesman. 328

Variety Stock—Best deal in Western Michigan for the money. Invoice about \$4,000. Will sell at once for \$2,700. Address No. 276, care Tradesman. 275

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 204

Notice—For closing out or reducing stocks of merchandise, get our proposition to manage and compare with others. Merchants Auction Co., Reedsburg, Wis. 137

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Autopress, Wayland, Mich. 65

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

If you are interested in selling or buying a grocery or general stock, call or write E. Krusenga, c-o Musseman Grocer Company, Grand Rapids, Michigan. 154

HELP WANTED.

Experienced salesman to carry the B. S. K. silk and cotton petticoats, for the Western and Southern states, on a very large commission basis. Splendid values. Stitching fourteen to eighteen stitches to the inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 608

Salesmen—Sell to merchants rich looking imported 36 x 68 rugs, \$1. Carter, Tenn., sold 115 in four days. Profit \$57. You can do as well. Write for selling plan. Sample offer. Exclusive territory. Sample rug sent by prepaid parcel post 98c. G. Condon, Importer, Stonington, Maine. 464

Wanted—A few good live salesmen calling on the hardware and grocery trade to handle the "Never-Slip" clothes line fastener. The "Never-Slip" is absolutely new and a good seller. Liberal commission paid. Address Standard Wire Co., Dept. B, Saginaw, Michigan. 584

SITUATIONS WANTED.

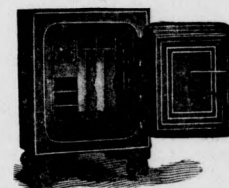
Position Wanted—Young married man desires position—clothing salesman or general store. Experienced. References. Address Box 23, Korelock, Michigan. 601

Pharmacist, registered, reliable, competent to manage, inside position or traveling. 580, care Tradesman. 580

Experienced shipping clerk, packer and box marker desires change. References. Address No. 568, care Tradesman. 568

Wanted—Position as hardware salesman or stock-keeper. Have had ten years' experience. Can furnish best of references. Address No. 552, care Tradesman. 552

Safes That Are Safe



SIMPLY ASK US

"Why do your safes save their contents where others fail?"

SAFE SAFES



Grand Rapids Safe Co.
Tradesman Building

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 MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Sept. 28.—In the matter of Homer E. Ranes, bankrupt, Eaton Rapids, the trustee has filed his final report and account and the final meeting of creditors has been called for Oct. 20. The account shows total receipts of \$226 and no disbursements to date; debts due for administration expenses, \$18.82. The preferred claims and administration expenses are considerable and it is doubtful if there will be much dividend in the matter.

In the matter of Cassius R. Bunker, bankrupt, Bailey, the trustee has filed his final report and account which shows the following: Total receipts, \$378.55; disbursements, \$34.35; balance on hand, \$344.20. The final meeting of creditors will be called within a few days. The dividend to general creditors in this matter will be exceedingly small.

Orson D. Stebbins, of Sparta township, Kent county, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has been called for Oct. 19, at which time creditors may appear, prove their claims and transact such other business as may come before the meeting. The schedules on file at this office show assets listed at \$13,450, most of which is mortgaged, and liabilities are shown at \$7,880.57. The following are listed as creditors:

Frank Smith, Sparta	\$100.00
J. Sawyer, Sparta	57.00
G. Priest, Sparta	36.00
Harvey Stebbins, Sparta	20.00
M. Pendy, Sparta	45.00
C. Baker, Sparta	15.00
A. E. Shook, Sparta	35.00
Commercial Savings Bank, Grand Rapids	3,000.00

McClure & Co., Saginaw	90.65
W. C. Whitney, Sparta	30.00
John Murray, Sparta	210.00
Peter Johnson, Sparta	547.77
Commercial Savings Bank, Grand Rapids	1,000.00

Elsie Stebbins, Cadillac	630.00
Leo Stebbins, Cadillac	750.00
Shelby Field, Sparta	200.00
J. G. Johnson, Sparta	50.00
H. A. Zuers, Sparta	62.40
C. H. Jackson, Sparta	100.00
Snowden, Sparta	50.75
Peoples Savings Bank, Sparta	250.00
Snowden, Sparta	45.00
H. C. Murray, Grand Rapids	165.00
L. M. Smith, Sparta	55.00
H. C. Murray	75.00
L. M. Coville, Sparta	13.00
F. Nelson, Sparta	70.00
A. A. Johnson & Co., Sparta	8.00
M. D. Culver, Sparta	10.00
J. H. Brace Co., Sparta	12.00
Sparta Lumber Co.	13.00
W. S. & J. S. Graham, Grand Rapids	10.00
Dr. G. R. Renwick, Grand Rapids	125.00

Sept. 30.—Richard Hill, of Grand Rapids, has this day filed a voluntary petition in bankruptcy, adjudication has been made, and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules on file at this office reveal assets of \$201.50, all claimed as exempt, and liabilities are listed at \$706.50. The following are shown in the schedules as creditors:

Provident Loan Co.	\$100.00
Eagle Clothing Co.	12.00
National Clothing Co.	35.00
C. Den Herder	17.50
R. Makoski	15.00
Dr. Wm. Fuller	40.00
W. H. Veenboer	4.00
M. Amon	3.00
R. P. Morse	6.00
Mrs. Dickerson	10.00
J. Neuman	42.00
A. Grosscoff	10.00
J. F. Vidros	10.00
Moon Lake Ice Co.	8.00
A. Hyde & Son	18.00
Pierce Dry Goods Co.	8.00
East End Heating Co.	2.00
H. Grooters	9.00
Dr. V. D. Stolp	10.00
Dr. Fabian	7.00
Huizenga & Co.	5.00
Bertha Wagman	35.00
Globe Furniture Co.	6.00
F. R. VanFrank Co.	8.00
West Side Market	5.00
Dr. J. J. Rooks	40.00
Parr & Solomon	35.00
Boodwich Meat Market	25.00
Sanitary Feather Co., Muskegon	5.00
H. P. Rosen	6.00
Vander Laan Market	5.00
A. Boomers	8.00
Ralph Andre	15.00
Wilbur Ley	18.00
Gheysels & Son	15.00
L. F. Maloney	15.00
Dr. H. G. Behreen	70.00
Wm. Hathway	35.00

There will be no dividend for creditors in this matter.

Oct. 1.—In the matter of George B. Ferris, bankrupt, Grand Rapids, the first meeting of creditors was held this day. Claims were allowed. Kirk E. Wicks,

receiver, made verbal report through the custodian, George S. Norcross, which was approved by vote of creditors. By unanimous vote of creditors, Henry Rosendall, of Grand Rapids, was elected trustee of the estate and his bond fixed at the sum of \$2,000. Appraisers have been appointed and it is expected an appraisal of the property will be made at once and sale consummated at the earliest possible moment.

Oct. 2.—In the matter of Oliver J. Morse, bankrupt, Shelby, a special hearing was held on the petition and objections of certain of the creditors to the trustee's report of exempted property. Witnesses were sworn and matter submitted, briefs of counsel to be filed.

In the matter of John A. Innis, bankrupt, Grand Rapids, further hearing on the petition of Bessie R. Innes for the allowance of claim against the estate. Witness sworn for the objecting creditors and for the claimant and matter adjourned to Oct. 14, for final hearing and for final meeting of creditors in this matter.

Oct. 3.—In the matter of Henry S. Holden, bankrupt, Grand Rapids, the trustee has filed his final report and account and the final meeting of creditors has been called for Oct. 21. The final report and account, on file at this office, shows the following: Balance on hand at the filing of second report and account, \$2,581.76; additional receipts to date, \$287.75; total receipts, \$2,869.51; disbursements for administration expenses and first and second dividend in accordance with the order of the court, \$2,391.79; balance on hand, \$477.72. Also showing on hand a certain right of action against Charles A. Withey, F. S. Torrey and the Rice Veneer & Lumber Co., on judgment and garnishment proceedings for claim of this estate against the Reed City Veneer & Panel Works. The trustee recommended the sale of this right of action at the final meeting. There will be a small final dividend no doubt.

In the matter of the Dearborn Corporation, bankrupt, Holland, an adjourned special meeting and hearing an offer of certain stockholders for settlement of proposed suit of the trustee for unpaid stock subscriptions was held this day. The meeting was further adjourned to Oct. 15, at which time it is likely that the first dividend will be declared and ordered paid in the matter.

Oct. 3.—In the matter of Arrie E. Barry, bankrupt, Grand Haven, the first meeting of creditors was held. The schedules of the bankrupt and his examination at this first meeting revealing that there are no assets not claimed as exempt, it was determined that no trustee be appointed. The estate will pay no dividends and will be closed at the expiration of the time for appeal as to exemptions.

In the matter of Mrs. W. S. (Nellie R.) Godfrey, bankrupt, Hastings, the receiver has this day filed an inventory and report of appraisers and a general order for sale of the assets at public sale. It is understood the receiver will hold the sale at Hastings, Oct. 16. The assets consist of a clothing and men's furnishings stock, fixtures and book accounts, appraised at about \$5,000.

Oct. 6.—In the matter of Mrs. W. S. (Nellie R.) Godfrey, bankrupt, Hastings, the attorney for petitioning creditors has this day filed the schedules in this matter, the bankrupt failing to do so within the statutory period given her. The first meeting of creditors has been called for Oct. 22, at which time creditors may appear, prove their claims, elect a trustee, listen to the report of the receiver now in charge and transact such other business as may properly come before the meeting. The following are listed as creditors of the bankrupt:

City of Hastings	\$31.00
J. G. Hogle, Hastings	200.00
United Shirt & Collar Co., Troy, N. Y.	57.43
Spitz Bros. & Meyer, Chicago	108.50
J. L. Taylor Co., Chicago	92.75
Schoenberg Bros., Chicago	195.33
Hershey Rice Mfg. Co., Columbus	100.00
Hercules Clothing Co., Zanesville	226.00
A. S. Brierfield & Co., Chicago	46.50
Lewis Knitting Mills, Janesville, Wis.	75.00
Friedman Brothers, Cleveland	90.50
Bus Hat Co., Chicago	369.11
Van Wert Overall Co., Van Wert, O.	57.25
A. B. Hirschbaum Co., Detroit	213.68
I. Walcott, New York	30.00
U. S. Cap Mfg. Co., Detroit	213.68
A. Krolik Co., Detroit	133.66
W. M. Find & Co., Detroit	74.25
Novelty Leather Works, Jackson	40.42
Lanz, Owen Co., Milwaukee	30.55
Vassar Knitting Co., Bay City	12.07
Euclid Rain Coat Co., Cleveland	43.00
Hirsch Co., Toledo	20.75
Victor Knitting Mills, Detroit	14.00
The Euclid Pant Co., Cleveland	27.00
Brox Hosiery Co., Boston	35.88
Brown & Co., Boston	14.35
Meyer Hess & Co., Chicago	131.80
Guss Van Leir, New York	68.50
K. & E. Blouse Co., Cleveland	31.50
Textile Shirt Co., Cincinnati	47.25
Wallkill Hat Works, New York	42.25
Neverfall Suspender Co., Greenfield	12.75
International Hdkf. Co., New York	32.83
Otto Weber, Grand Rapids	139.17

Ideal Clothing Co., Grand Rapids	58.00
Greenberger-Heymen-Oppenhimer Co.	97.20
C. F. Romandka Trunk Co., Milwaukee	39.75
Freemont Suspender Co., Free-mont, Ohio	13.50
Chicago Trunk & Bag Co.	17.05
Hastings Banner	36.64
Hastings Adv. Co.	7.60
Citizens Tele. Co., Hastings	8.00
Thornapple Gas & Elec. Co.	7.81
Hastings City Bank	3,400.00
R. I. Hendershott, Hastings	100.00
G. E. Coleman, Hastings	22.50

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 6.—The laws governing fraternal and other insurance in the State of Michigan are practically the same as those governing like bodies in thirty-three other states in the Union. Under the proposed amendment to the State constitution, many fraternal associations doing business in several states under the present laws would be compelled to segregate the Michigan membership from that of all the other states. Such a condition would be very expensive to the membership of such societies and might cause untold injury in many cases where the Michigan membership is small.

William Laffler has returned from his Southern territory and says he prefers to do business in the Northern states.

George W. Heise is the new landlord at the Hotel Callow, succeeding A. E. Callow, who contemplates an extended trip to California. Mr. Heise has been identified with the Hayes-Ionia Co. and promises to keep the reputation of the hotel up to the present standard.

E. J. Smither, has closed out his bazaar stock on Division avenue and Burton street and the building is now occupied by B. Sterken with a stock of shoes.

Seymour Johnston (Foster, Stevens & Co.) has been buying fruit for benevolent purposes lately. A church society on Burton Heights received a shipment and consumed it recently which Mr. Johnston had intended should go to his own home.

Al. Windt was in Cleveland last week attending a sales meeting of his house, the Widlar Coffee Co. Mrs. Windt and children visited relatives and friends in Jackson while Al was away.

Abdul Guild, A. M. of B., will meet Saturday, October 10, at the U. C. T. rooms. A large attendance is desired. The ways and means committee have something of special interest to offer. All officers are requested to be on hand to practice the ceremonial.

Wirt L. Smith of Howell, visited his sister, Mrs. A. F. Rockwell, 1422 Wealthy street, Wednesday and Thursday. He was on his way home from the Republican convention at Kalamazoo, where he was sent as a delegate.

The dance committee of the U. C. T. will meet next Saturday at 2 p. m. at the Chamber of Commerce building.

During the year 1913 the U. C. T. paid to members in Michigan \$8,380.95 more than was received from them by assessments. Had the Michigan membership been segregated from the rest of the organization it would have cost the Michigan members an additional assessment of \$3.07 per capita. Vote NO on the proposed amendment.

William Bacon was the superintendent of the swine department, while Albert Migges had charge of the poultry end of the Emmet County Fair at Petoskey lately. Very appropriate heads for these two departments.

While some salesmen will hustle for an order, William P. Druecke, who has been boosting the sales of Judge Wright cigars in Northern Michigan lately, split wood for one of the dealers at Central Lake recently, so said dealer would have time to give him an order. Bill got the order, too.

Herbert Godfrey was soundly sleeping in the Russell House, at East Jordan, when he was awakened by the smell of smoke and the cry of fire. Herb says he never stopped to put on a thing, but reached the office down stairs in exactly two jumps. When he finally got into some clothes he discovered he had forgotten his eye glasses. As the room was full of smoke he had to get a ladder and climb up the outside of the hotel and get into his room in order to regain his spectacles.

The White Hotel, at Beulah, has been sold to D. G. & F. Warner, of Lansing, who formerly lived at Frankfort. The hotel is to be closed immediately to be reopened about May 1, when it will be run as a club house. Mr. White, who retires from the hotel business after fifteen years of service, will reside at Frankfort. The boys on the road will be inconvenienced for lack of this hotel at Beulah. They will also miss hearing the old dinner bell, which was always rung for every meal and has done service for Mr. White during his entire stay at Beulah. Mr. White will take the bell with him to Frankfort, refusing to part with it, as it was brought into his family on the day Abraham Lincoln was assassinated—April 15, 1865—and has been in active service ever since.

Earl Cassada, pharmacist in the Woodworth drug store, was North bird shooting last week and came home with the limit. Earl invited some of his friends in for a feast of these most delicious birds last night and all had a most enjoyable evening.

George Bernard, member of Grand Rapids Council, who sells drugs for a Detroit house, brought in a nice string of birds from Northern Michigan last Saturday.

Robert Anderson, of Thompsonville, is enlarging his confectionery and cigar store. He expects to add a lunch counter to the business.

The proposed amendment to the State constitution sets forth that no law shall be valid which shall require any fraternal or beneficial society to create a legal reserve fund or collect assessments upon any basis or rates which will bring in annually more than the cost of benefits, in addition to necessary expenses. Nor shall the law require any society to have a lodge system or ritual. This provision against a legal reserve fund would be greatly detrimental to the U. C. T., for our reserve fund alone is responsible for our low limit of assessments and yet guarantees the payment of every valid claim. The reserve fund created by fraternal societies is just as important as the business man's surplus bank account. It is a guarantee of responsibility. The U. C. T. is also very fond of its beautiful ritual.

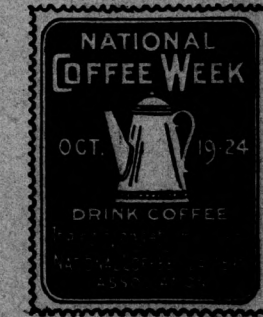
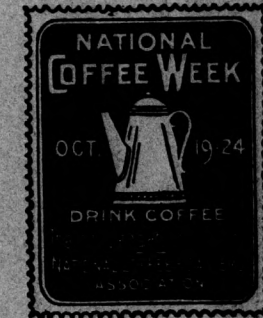
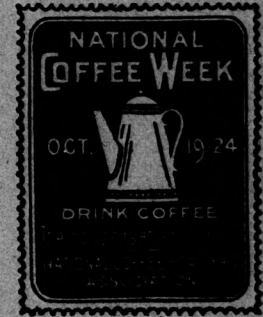
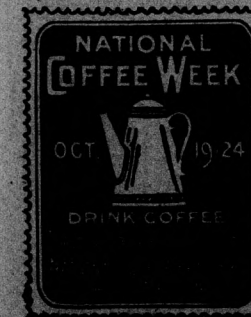
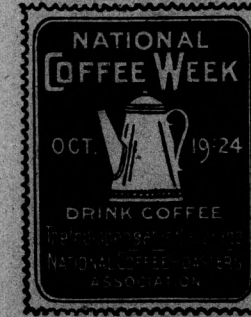
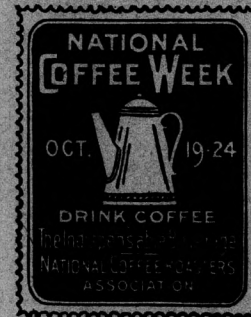
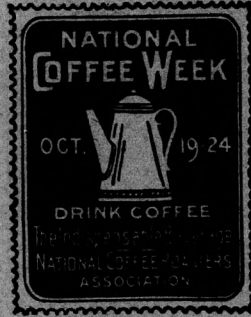
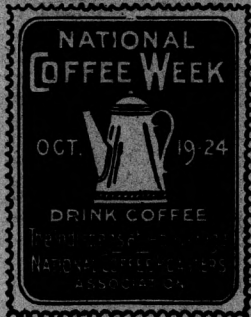
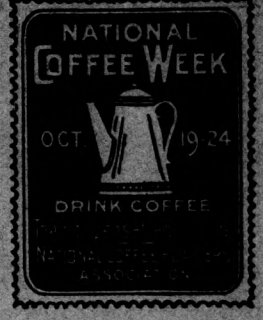
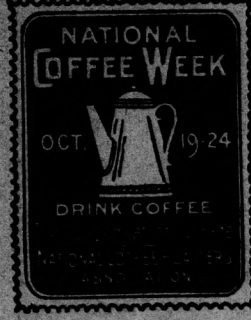
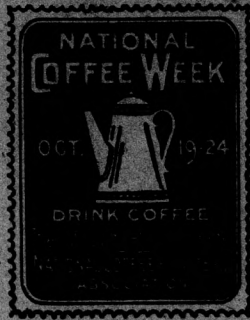
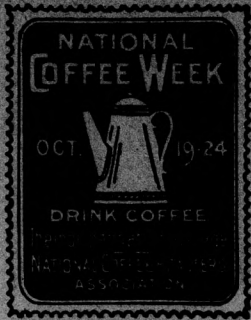
There will be a mass meeting at Powers Opera House the night of October 17 for the discussion of the proposed insurance amendment. All desiring to better inform themselves should attend. Will E. Sawyer.

Mt. Clemens—E. E. Hughes Co. Ltd., has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and \$250 paid in in cash. This concern will engage in the manufacturing and selling of toilet goods and disinfectants.

BUSINESS CHANCES.

For Sale—An up-to-date well established, well located general hardware stock. A short distance north of Grand Rapids. Address No. 617, care Tradesman. 617

High Class Salesmen—Wishing a side line can double their income selling from catalogue our household specialties: Aluminum, casseroles, fireless cookers, lamps, clocks, etc. Liberal commission. Address, The National Clock & Mfg. Co., Chicago, Ill. 618



Mr. Grocer:—The week beginning
MONDAY, OCT. 19 Has been Designated as **"NATIONAL COFFEE WEEK"**
 It will present the opportunity for you to trim up your store and store windows, and to replenish your stock; to talk Coffee, to demonstrate by actual making and serving, and to display Coffee packages and advertising matter to the end that you may the better satisfy the Coffee loving public and at the same time add to the volume of your Coffee business.
 You are invited to co-operate in this nation-wide movement for a
"BETTER CUP OF COFFEE"
 If the matter has not already been called to your attention, get in touch at once with the wholesaler or roaster supplying you with Coffee—he will cheerfully help you to make a splendid showing and a satisfactory observance of **COFFEE WEEK**.
 One feature of the **COFFEE EDUCATIONAL CAMPAIGN** started by the Association is the printing and distributing of **2,000,000 BOOKLETS** entitled **"FROM TREE TO CUP WITH COFFEE."** You should have a supply for your customers.

NATIONAL COFFEE ROASTERS' ASSOCIATION. Headquarters at DAYTON, Ohio.

The National Association of Dairy Food and Drug Officials

***Whose Membership Includes All Na-
tional and State Pure Food Officials***

Held their Annual Meeting During July, 1914, at Portland, Me.

Read carefully the action they took in denouncing the mixing of albumen in baking powder, which is no aid in the baking but makes possible the "*fraudulent water glass test.*"

RESOLVED, That this Association vigorously condemns that existent practice involving the addition to food of a small or inappreciable amount of any substance, where such addition is obviously for the purpose of naming the substance upon the label, or otherwise to the end of imparting a value which is fictitious; also those methods of treatment, demonstration, or representation generally which are misleading in effect or founded upon false principles. ***And in this connection we denounce the fraudulent water glass test with "albumenized baking powder" in comparison with other powders.***

This Scathing Resolution Was Passed Unanimously

Fraud, deceit and misrepresentation in the sale of ***Food Products*** is fast becoming a thing of the past.

Dealers throughout the country are buying and pushing the food products—especially ***baking powder*** of the wise manufacturer who is getting in line with the ***Pure Food Laws*** and co-operating with the ***Pure Food Officials*** to make his product better, purer and free from all taint of misrepresentation in its sale.

KG BAKING POWDER

is legal in every State of the Union, every day in the year.

It contains no albumen (sometimes called white of egg) and we have never used the "*fraudulent water glass test.*"

Jaques Mfg. Company, Chicago