

THE HERITAGE



The rich man's son inherits lands,
And piles of brick and stone and gold;
And he inherits soft white hands,
And tender flesh that fears the cold,
Nor dares to wear a garment old;
A heritage, it seems to me,
One scarce would wish to hold in fee.

The rich man's son inherits cares;
The bank may break, the factory burn;
A breath may burst his bubble shares;
And soft white hands could scarcely earn
A living that would serve his turn;
A heritage, it seems to me,
One scarce would wish to hold in fee.

The rich man's son inherits wants,
His stomach craves for daily fare;
With sated heart he hears the pants
Of toiling hinds, with brown arms bare,
And wearies in his easy chair;
A heritage, it seems to me,
One scarce would wish to hold in fee.

What doth the poor man's son inherit!
Stout muscles and a sinewy heart,
A hardy frame, a hardier spirit;
King of two hands, he does his part
In every useful toil and art;
A heritage, it seems to me,
A king might wish to hold in fee.

What doth the poor man's son inherit?
Wishes o'erjoyed with humble things,
A rank adjudged by toil-worn merit
Content that from employment springs,
A heart that in his labor sings;
A heritage, it seems to me,
A king might wish to hold in fee.

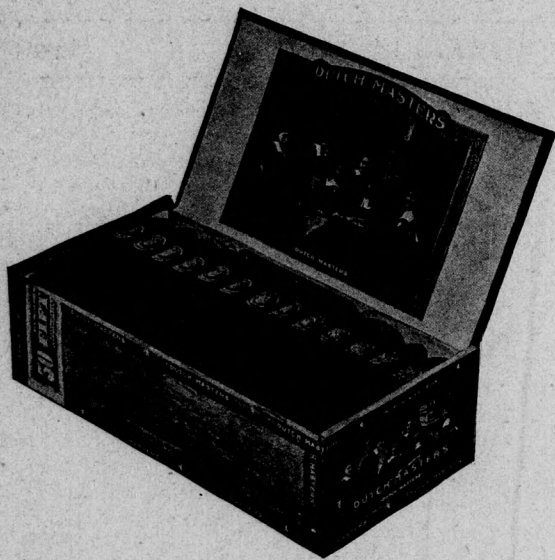
What doth the poor man's son inherit?
A patience learned of being poor,
Courage, if sorrow come, to bear it,
A fellow feeling that is sure
To make the outcast bless his door;
A heritage, it seems to me,
A king might wish to hold in fee.

O rich man's son! there is a toil
That with all others level stands;
Large charity doth never soil,
But only whiten, soft white hands—
This is the best crop from thy lands;
A heritage, it seems to me,
Worth being rich to hold in fee.

O poor man's son! scorn not thy state;
There is worse weariness than thine,
In merely being rich and great;
Toil only gives the soul to shine,
And make rest fragrant and benign—
A heritage, it seems to me,
Worth being poor to hold in fee.

James Russell Lowell.

DUTCH MASTERS CIGARS



Made in a Model Factory
Handled by all Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO.
GRAND RAPIDS

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

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**



Putnam's Menthol Cough Drops

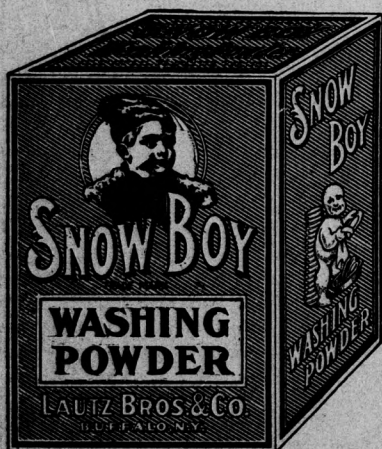
Packed 40 five cent packages in carton
Price \$1.15

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.



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 14, 1914

Number 1621

SPECIAL FEATURES.

- Page
2. Detroit Detonations.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Upper Peninsula.
8. Editorial.
10. Clothing.
12. Butter, Eggs and Provisions.
14. Financial.
16. Dry Goods.
18. Shoes.
20. Woman's World.
22. Hardware.
23. Meat Market.
24. Commercial Traveler.
26. Drugs.
27. Drug Price Current.
28. Grocery Price Current.
30. Special Price Current.
31. Business Wants.

MICHIGAN IN WAR TIMES.

This is not the first time in recent years that the underlying sentiment of Michigan has differed from that of the East. Now, as heretofore, we frame our judgment from the output of the soil and from the market of the grain; Eastern people, from conditions in the credit market, the steel and cotton industries, and the foreign exchanges.

At the moment, we believe that our own problems, arising from the war, are rapidly being solved. Therefore, there is constant looking toward the East for a sign of real hopefulness in parts of the country which base their conclusions on other visible conditions. Every dispatch that tells of improved conditions there cheers up the Michigander—who, indeed, is unable to understand fully why there should not be real confidence in the eventful resumption of normal conditions everywhere. At least, he considers the position of this Nation sound, and believes that a general acceptance of that idea would go far toward reviving trade.

He is aware of the heavy pressure of our maturing foreign obligations, for he is an interested reader of financial news these days; but even this feature seems to him entirely capable of solution by a country as rich as this. The years of hopefulness through which Michigan has passed have left their influence, and have made the average Michigander better able to meet a crisis than he would have been in earlier times. He has been inoculated with hopefulness and now he cannot accept any other view than that of confidence in business recovery.

"The farther East you go, the deeper the gloom; the farther you go West the brighter the skies," one business man put it. While this is doubtless due to the fact that the West is a grain and meat producer, and therefore, in a business way, a beneficiary of the war, nevertheless it has its effect in establishing a better sentiment in every line of trade. The old Michigan saying in days of doubt used to be: "Times will be better in the spring." Now one hears people say:

"Times will be better if we think they are."

Michigan looks on the war, not merely as a destroyer of men and property, but as the source of a demand which this country will be called upon to meet. It fully believes that there is before the United States a great opportunity for trade expansion, if the Nation will awake to it and have the courage to go ahead with plans for its accomplishment. The war is, no doubt, a deterrent on all forms of expansion, except permanent improvements, but it is also arousing hopes of high prices later on that prevent the rapid marketing of the season's products.

On the whole, Michigan looks out from a ground of vantage, and with an innate cheer that goes far to bring about of itself a better condition of trade and add to the peace of mind of its people. It is a poor place for the pessimist even in these times of financial upsetting and of war's alarms. Thousands of acres of new wheat are now a carpet of green promising another treasure for the farmer's hoard. Europe will have to buy that, too, whether the war goes on or not; for the harvest from the battle-ridden countries is next year likely to be smaller than in 1914, when only the harvest was interrupted by war, and not the ploughing and sowing and cultivating.

The War Tax bill has been altered in many points by the Senate Democrats, and of the changes two stand out as so obviously commendable that they call for special notice. One is the putting of an added tax on whisky, for the omission of which subject of taxation from the House measure it is difficult to find a creditable explanation. The emergency tax on spirits is expected to yield \$5,000,000, and there is certainly no good reason why whisky should not contribute to the required revenue as well as beer. The other improvement we have in mind is the striking out of the tax on brokers. This was a proposal about as ill-judged and inequitable as can be imagined, the class thus singled out being one that suffers more distinctly and more seriously from the break-up of business by the war than almost any that can be named. When the bill leaves the Senate, it will probably be found that it has been made a much better one than it was when it left the House—not to speak of the queer errors of judgment of which the House committee was guilty in its first attempts.

There is value in great strength of mind, and comfort in strength of never mind.

WHAT MERCHANTS WATCH.

The East, in its moods of pessimism, will be wise not to forget that the influence of a great grain harvest on the country's prosperity cannot be wholly lost, even with financial affairs deranged by the European war. That business in merchandise and manufacturing has been benefited by the big crops, is certain. The producers have, in fact, come out better in the United States than they would have done under different conditions. A big crop of wheat and oats, followed by the low prices predicted four months ago, were not the kind of thing to make farmers feel prosperous. Prices were then down close to cost of production. But with an advance of 25 to 35 cents in wheat, 10 cents in oats, and 10 cents in corn, conditions are vastly improved. The purchasing power of the producer is enlarged, and he shows more disposition to buy.

The first rush of buying as a result of the "war boom" has subsided, in grains and general business, but the trade is still at a point considerably higher than the trade base would probably have been had there been no war in Europe. Manufacturers are waking up to the necessity of getting new territory in which to sell their goods and are out after trade with more energy than before. The one drawback is tight money here and a scarcity of credit facilities in the South American countries. Sales of many lines of goods so far this fall exceed last year's, although for the present there is a slight lull, which is not unusual after a period of activity.

With all the tight money and quietness in trade the past few weeks, it is noticeable that there is no pressure among sellers of farm land at lower prices. In fact, land is held firmly. Preparations are under way for the largest acreage of winter wheat ever put in, with a view to offset the loss anticipated in Europe.

IN GERMANY AND AUSTRIA.

No questions are discussed with greater interest than the questions, how Germany's industrial life is being affected by the embargo on its access to the seas, and to what extent this embargo will create the "economic exhaustion" which has been so much talked about as a factor in the war. From America's point of view, there is no doubt that the stoppage of industrial activity and commerce in Germany, since the war began, has been exaggerated in the reports published in hostile markets. A certain amount of trade is still being carried on by Germany with neutral states on the Continent of Europe, and a portion of the population is still engaged in productive work. But that things are not as brilliant as German official communications would have the

world believe, may be gathered from private reports from the big German shipping centers, where business is absolutely paralyzed.

In Austria, moreover, the war has apparently also very seriously interfered with economic life. According to the return of the Post Office Savings Banks for September, the turn-over on cheque account has been about one-tenth that of July. In Bohemia and the littoral districts, withdrawals exceeded deposits more than four-fold. Beyond this, there is little information which comes through, as to conditions in the country which was sufficiently hard-pressed financially, even before the war began.

Americans very generally and everywhere are taking a lively interest in extending substantial aid and assistance to the sufferers through the war in Europe. A great deal of hardship is being imposed upon those at home and many are very needy. A New York newspaper has started a commendable enterprise which seeks to send a lot of Christmas presents to the children in the countries engaged in battle. Not only are the European toy shops out of business, but transportation facilities are such that the product could not be distributed, and more than that the people have no money with which to purchase presents, even if they were easily obtainable. Christmas is a time when children especially should be made as happy as possible. They do not appreciate the seriousness of the war but they feel its effects. It is a worthy sentiment and a handsome remembrance which is being promoted and it is reported that already the presents, are pouring in and that at this rate it will be comparatively easy to load a good sized vessel with them, which the Navy Department will supply, carrying the holiday greetings and the good will to the little ones who otherwise might go unremembered at a season when everybody should be made as happy as possible.

If a statement made by one of the representatives is true, there are at least fifty agents of the Allies in this country buying goods and closing contracts for various supplies. One Baltimore report says that 500,000 hospital robes or nightrobes for the use of the Allies' army are being made in the Maryland city. A New York firm is said to be filling a large order for these robes and for flannelette work shirts and khaki shirts. These orders mean the employment of many now idle, for the goods must be rushed through as soon as possible.

Almost the only time a suffragette objects to standing up for her rights is in a crowded car.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 13.—Learn one thing each week about Detroit: Forty tons of paper a day, ranging from thinnest tissue to thick tag board, are produced at a Detroit plant which employs several hundred hands.

"Buy American made goods" is the new slogan and to the home folks we wish to remind them that Detroit is in America.

"Sammy" Cohen, well-known traveling salesman for A. Krolik & Co., was unable to make his regular trip last week owing to illness. His territory was covered by his brother, A. Cohen.

E. L. Riggs, dry goods merchant of Plymouth, was a business visitor in Detroit last week.

Three special cars left Detroit Saturday night via the Michigan Central, carrying the Detroit and Michigan bankers and their ladies to the fortieth annual convention of the American Bankers' Association at Richmond, Va.

A London theatrical manager is looking for someone to take the part of a Uhlán. Anyone wishing to commit suicide, step forward, please.

The beautiful new two-story building at the southeast corner of Woodward and Cottage Grove avenues, being erected for the Woodward Avenue State Bank, is rapidly nearing completion. Control of the Woodward Avenue State Bank has recently been acquired by the American State Bank. At a meeting of the stockholders a few days ago the following new officers were elected: President, Walter J. Hayes; Directors, Paul H. Deming, William E. Moss and Walter J. Hayes. The following were re-elected: Vice-President, H. B. Wallace; Cashier, Robert C. Siple; Directors, E. N. Munro, H. C. Whitney, Chas. E. Swales, H. B. Wallace and D. C. James. It is planned to change the name of the institution to the American State Bank of Highland Park.

You cannot always judge a hotel manager by the rooms in his hotel. Bill Schultz, of the Bancroft, at Saginaw, is one of the finest fellows in the business.

J. C. Meisel, well-known Port Huron department store owner, was in Detroit on a business trip last week.

Harlan Stanley, of the Detroit Creamery Co., is stalking about, plus numerous smiles, as the result of a visit by the stork on October 2. Mrs. Stanley, baby Stanley and Pa Stanley are all well and happy at this writing.

One advantage of the siege of Przemyśl, no one discusses it because they cannot explain the place they would discuss.

The Kelly Springfield Tire and Rubber Co., owing to increasing business has been obliged to remodel and enlarge its store at 294 East Jefferson avenue. The additional space was taken in the Sievers & Erdman building.

C. G. sends us the following and assumes all responsibility and claims emphatically that the hero of the story is the original subject and Johnny Ray uses it because it is a typical Irish story: Charlie Brady, as his name indicates, is not only Irish, but claims he would be ashamed were he anything else. He is also one of the leading salesmen for the Pingree Shoe Co. It seems that when Charlie was home a short time ago his wife sent him on an errand that should have called for his return in ten minutes. At the end of ten minutes he failed to show himself, neither did he in fifteen, twenty or twenty-five minutes, but at the end of an hour he returned looking as though he had been shot through a siege gun. "What on earth has happened to you, Charlie?" gasped his wife in alarm. "Oh, nothing very much, only that dago

on the corner tried to make me believe yellow bananas were better than green ones," he replied.

News reports state that a new hotel will be built in Au Gres at once to replace the one recently burned.

Detroit druggists are opposed to a tax on proprietary medicines and justly, too, as the tax would be levied on the sick and weak instead of the strong. Detroit is one of the greatest manufacturing centers of proprietary medicines in the world and Detroit would be compelled to pay \$3,500,000 of the tax or half of that which would be paid by the entire country.

Albert H. Webb, one of the founders of the meat packing house of Parker, Webb & Co. and a resident of Detroit for fifty years, died at the Oak Park Sanitarium Sunday, October 4. Mr. Webb was 66 years old and a native of Gloucestershire, England. He came to this country in the early sixties and settled in Detroit. His initial business enterprise met with success and he soon formed a partnership with his brother, George J. Webb, under the name of Webb Brothers, meat packers and jobbers. Under his able management the business expanded rapidly and in 1890 the firm merged with Willard, Parker & Co., the firm taking the name of Parker, Webb & Co. Too close attention to his many business connections caused a breakdown, which compelled him to retire from active participation in business affairs a few years ago. At that time he was President of Parker, Webb & Co. and Vice-President of the Peninsula State Savings Bank. Surviving are his widow, two sons, two brothers and a sister. Albert H. Webb, Jr. is now connected with Parker, Webb & Co., while the other son, Milton S., is Paying Teller in the Peninsular State Savings Bank.

The greatness of man forbids that the grave end all.—Moses Harvey.

Detroit has already captured twenty-five conventions for 1915. They will bring from 200 to 5,000 persons each.

Herman and Ben Marks, furriers, formerly of 74 Library avenue, are now ensconced in their fine new building at 312-14-16 Michigan avenue.

The new store building at 3197 Jefferson avenue, built for Sam Rivkin, well-known dry goods merchant at 3181 Jefferson avenue, is now completed and is one of the finest store buildings in that section of the city. The building is of solid brick with stone trimmings and makes a most imposing appearance. Mr. Rivkin has been in the dry goods and furnishing goods business for a number of years and owing to his clean business methods and pleasing personality he has made a decided success of it.

According to the reports from the opposing forces in Europe all is unfair in war.

A. C. Williams, grocer, 297 Woodland avenue, had an unpleasant experience last Wednesday night when a couple of masked men entered his store and relieved his cash drawer of \$65. Mr. Williams was the sole occupant of the store at the time and had a considerable sum of money tucked away in his trousers, which, luckily, the thugs overlooked, being satisfied, apparently, with the contents of the cash drawer.

The war reports remind us of the shell game shark who used to prove one of the prominent exhibits at the county fair. The "shark" used to say, "Come on, boys, everybody wins." Of course, we found out differently.

George Gorman, husky Celt, arch enemy of Mike Howarn and representative for the Godman Shoe Co., of Rochester, N. Y., says that he would rather be sick in Detroit than be well anywhere else. Which is our idea of a patriotic Detroit citizen.

The grocery store of John W. Raleigh, 557 Baker street, was another to receive a visit from those who refuse

to earn their money in legitimate channels, the only difference in the case of the latter robbery and that of the Williams store being that Mr. Raleigh was not subjected to the humiliation of throwing his hands skyward, as the cash register in his store was rifled during the night.

"Needs More Cash for Americans in Turkey" reads a headline in a daily paper, an appeal from the American Ambassador. A short time ago \$150,000 was deposited by the United States for their relief, but apparently this has proved inadequate. Those Americans who are in dire straits in America can, however, work out their own salvation.

F. Skinner, Orionville merchant, was in Detroit on a business trip last week.

Charlie Perkins, from up the Rapids way, who has represented D. M. Amberg & Bro. successfully for a number of years, is a natural born philosopher. Here's one of Charlie's original aphorisms that he pushed in our face last week: "Experience may be a good teacher, but it charges boarding school rates."

An exploding roadster is supposed to have been the cause of a severe fire at the plant of the Beck Cereal Co., 569 Fort street, last week, causing \$4,000 worth of cereals to be destroyed. It required strenuous work on the part of the firemen to save the three-story building adjoining, which was filled with cereals.

Emil Gies, dry goods merchant, 420 Dix avenue, is having his store remodeled and a new front installed.

Bragging is lying dressed up in Sunday clothes.

An article in last week's Tradesman entitled "Where the Traveling Man Falls Down" should be read and digested by every knight of the grip. The whole story can be summed up in these few lines: "Orders are lost every day because salesmen failed to show their goods. * * * I believe that too many fellows try to substitute talk for demonstration." Every intelligent salesman knows the above statements to be true. One of the greatest faults the boys have that contributes to the above result is the fact that they want to catch the "next" train or want to be home for supper on Friday night. Of course, this does not apply in the case of all traveling men, nor to any really successful salesmen.

Mr. Brown, of Brown Brothers, general merchants, Inkster, was in the city on a business trip last week.

C. J. Schmittiel, dry goods and furnishing goods, 220 Myrtle avenue, is having his store remodeled throughout and a new front installed. In the construction of the interior of the store, Mr. Schmittiel will leave no detail undone.

Reeman is figuring on a cider mill.—Mighty Madcaps from Muskegon. Why not use a shingle?

Manuel J. Battle, for years a commission merchant in Havana, representing German manufacturers, has written the Detroit Board of Commerce asking to be put in touch with American manufacturers of silk goods, cotton goods, hosiery, drugs, fancy articles and chinaware. He says he has been entirely cut off from his supply of German made goods. He can get a great many of the above named articles right here in Michigan.

The new tax law on liquor will not affect the purses of a great many persons. Liquor gets it all anyway.

F. C. Larsen, one of Manistee's veteran merchants, having conducted a large department store there for a number of years, until the building and stock were destroyed by fire last fall, has announced that he will soon have a new three-story building erected on the old site.

In every town in the State the campaign against the proposed constitutional amendment to the insurance law is being waged by the Fraternal

Voters League and those interested in fraternal work. The United Commercial Travelers have placarded nearly every hotel in the State calling attention to the danger of such an amendment, if carried. Vote NO at the November election.

William Gorton, general merchant, Northville, was a Detroit business visitor last week.

The Grand Rapids jobbers went on a trade promotion tour last week. The traveling men, however, will still continue to get the orders.

Not all women's dresses that shock the public are charged.

Our idea of one of Michigan's most capable hotel clerks is Ernest Nier, of the Burdick, at Kalamazoo. Ora Tonkel, of the same hotel, is a close runner up.

The Gately Co. at 73-75 Michigan avenue, has had its store extensively remodeled and will add a boy's department. The store already carries a line of wearing apparel for boys, but will install a separate department where a mother or guardian can take the boys and outfit them from one individual department.

Mr. Martin, of Mitchell & Martin, Albion, was in the city on business last week.

Antwerp has its ancient cathedrals and Michigan has its G. R. & L. coaches.

Not much is being said by the sponsors of the amendment to the insurance laws, but it can be relied upon that they are working quietly and quiet work is often the most effective. It behooves every traveling man to devote a few moments of his time each day to further the campaign against the iniquitous amendment. Ask your friends to vote NO against it and tell them why they should vote NO. If you do not know, ask your secretary for literature that will explain it to you.

Frank Schneider, Vice-President and General Manager of the J. F. Hartz Co., is confined to his home by illness. Mr. Schneider's hosts or friends will watch with interest the announcement, which is hoped to be soon, that he is again out and around as of yore.

H. Adams, New Boston, was in Detroit last week in the interest of his general store.

If Villa really wants to be up-to-date he should add a left and right swing to his army and keep a flank movement in reserve.

Last Saturday I tramped about looking for news. Of course, thinks I, Secretary Harry Marks will have some news; so I hiked to the cigar store owned jointly by Harry and his big brother Ike. When I went in the store I found Ike busy guarding the cash register with one eye and with the other (the left one) he was noting the different expressions on the faces of the married ladies who passed by. Ike says he has not acquired gray hairs without getting some experience with them, although his big brother Harry says he got the experience first and that was what caused the arrival of the gray hairs, but to get back to Ike's experience—he said his experience is what aids him in telling whether a woman is married or happy. "Where is Harry?" I asked of Ike, "I'm looking for news?" "Back room," he said. So I walked through a door and right into a blood-thirsty game of pedro, and there around the table sat Windy Williams, Sandy Hendry, Dave Kenyon and Harry Marks, each holding a few cards in one hand while the other hand was on their pistol pockets. I had to wait until all the cards were in the deck before the veteran traveling men would take their hands away from their pistol pockets and look up to see who the distinguished visitor before them was. Breaking the intense silence, I asked of Harry Marks, "Goteny news for the Tradesman Harry?" "Yes," he said, "you can say

Windy Williams has been playing pedro all his life, which is more than twice thirty years, and is still learning how it should be played. "Yeraliar" shouted Windy, "there's a lot of difference between clockworks and a scientific set of brains. You are too dense to get my scientific plays." "Weel, weel, mon," interposed Sandy, and that was all we heard because every one of those vets reached for their pistol pockets and a red streak shot from their eyes while I made use of my pet hobby—the art of legerdemain—and disappeared.

News has reached Detroit of the death of George Sterns, of Traverse City, for nearly twenty-five years with the Hannah & Lay Mercantile Co. Mr. Sterns was known to traveling men of two decades and was admired by them all. He was 68 years old and a veteran of the civil war.

In our article of last week announcing the re-organization of G. H. Gates & Co., which will be known henceforth as the Wright-Fendler-Pike Co., we omitted in the list of new stockholders the names of Fred R. Bowman, George S. Mortlock and Peter F. Johnson, all young men, but old employees of the house.

It must be some war to be able to crowd T. R. from the front page.

Besides being a veteran dry goods man, Leo Leipziger (A. Krolik & Co.) has built up a reputation locally as a theatrical promoter that would cause Oscar Hammerstein to sigh with envy should he have been lucky enough to reside in Detroit. Under the non de plume of Leo Lester, Mr. Leipziger has entertained thousands of Detroiters with his funny antics and sayings as a character comedian. A few days ago when the Motor Truck Club of America held its convention here Leo Leipziger was delegated to furnish the entertainment and, judging by newspaper accounts of the affair, he did his part well, furnishing seven good acts, besides taking a prominent part himself. To successfully carry out his part, it is necessary that an actor feel as well as act his part on the stage, which brings to mind why Leo can be a successful comedian and feel as well as act his humorous programme—he is still single.

The best way to observe Safety First in Europe is to live in the United States.

October 3 the whole country united in prayer for peace in Europe. October 4 we read in the papers that the United States was going to order some new war balloons and has also instructed its experts to examine some new style guns. Yea, verily!

The building formerly occupied by the Henry Blackwell Co., at 155 and 157 Woodward avenue, and later leased by the Siegel Co., is being remodeled throughout and when completed will be occupied by the Standard Drug Co. When finished the building will contain the finest drug store in the city as well as the largest.

The store is owned by A. R. Cunningham, a veteran in the drug business, having been actively engaged for over twenty-five years. The name will be changed to Cunningham's drug store, when the new location is occupied, which will be about November 1.

Herman Ridder (N. Y. editor) loves his "Fatherland" so much, why is he living in New York?

Ed Anspach, 2817 Jefferson avenue West, says that poetry under any other name would be just punk.

J. J. Poole was in Detroit on a business trip last week. Mr. Poole has conducted a general store in Algonac for a number of years.

Detroit Council will hold its regular monthly meeting Saturday night, October 17. Matters of vital interest to U. C. Tism in general will come up for discussion. It is earnestly requested that all members attend. A cordial invitation is extended to visiting members who may be in the city Saturday.

Christmas shopping in Europe will not be done early this year.

Connie Mack can now sympathize with King Albert of Belgium.

William Garvey, who has been confined in Grace hospital ever since the D. U. R. wreck at Jackson a few months ago, was compelled to lose one of his legs through an operation last week. For a time it was feared he would lose both legs, but one of them will be saved. Mr. Garvey is a member of Cadillac Council and has the sympathy of all traveling men in general.

The S. S. Kresge Co., of this city, opened a new store in Kalamazoo last week along the same lines as the Detroit store, namely a five and ten cent line of goods.

Alfred L. Mount, well-known in Detroit, where he formerly was engaged in the musical instrument business, died at the home of his father-in-law, James Van Bushkirk, last week. Mr. Mount conducted a store on Jefferson avenue for a number of years, but owing to failing health was obliged to close the business out, going to Albuquerque in the vain search for health. He was compelled to seek his own livelihood at an early age, having been left an orphan at the age of 12. He was a prominent member of several fraternal orders. Surviving are the widow and one sister.

Mr. McCall, of the McCall Clothing Co., was a business visitor in Detroit last week.

Leo Zuckerman, ladies' ready to wear, has assumed the lease of the store occupied by the Standard Drug Co. and, after its removal, will have the store remodeled and will establish a ladies' coat and suit store. Mr. Zuckerman occupied one of the stores taken over by the J. L. Hudson Co. and razed to make room for their new building.

Mr. Davis, of Davis & Co., Ypsi-

lanti, was in Detroit last week on a business trip.

Our address is 202 Montclair avenue, where news items will be gladly received, also all payments for baseball bets.

A man in Mesick was arrested for whipping his eight months' old baby. The knout! the knout!

James M. Goldstein.

Traveling Man Slipped on Banana Peel.

Grand Rapids, Oct. 12.—How little we realize the disastrous results which may follow a little thoughtlessness! Many times during my travels I have seen women on the train let their babies just able to toddle trot about the aisle of the car until some sudden jolt from the brakes plunges them headlong to the floor, which results in a crying or screaming spell, a caressing from the mother and a general harangue against the railroad for the rough manner in which the coaches are handled.

How often we read in the papers of a mother leaving a tub of boiling hot water on the kitchen floor on wash day and going for the time being to gossip with some neighbor and returning to find her infant child calded to death.

How often we read of parents leaving the children at home alone ranging from 2 to 5 years to indulge in some little recreation or amusement, only to return and find the house in flames and possibly the children, or some of them, burned to death.

I once sat in the smoking car of a train going from Grand Rapids to Petoskey behind two young men, one of whom was smoking a cigarette. He opened the window and attempted to knock off the ashes with his finger. The result was that the wind blew the lighted ashes back into his companion's eyes. To what extent the eyes were injured I cannot say, as I left the train too early to ascertain.

We all know of instances where men or women have thrown a little kerosene oil on a smoldering fire to start it going again. The result was an injury to the person or a conflagration in the house.

We of riper years remember how the kick of a cow caused the great conflagration in Chicago in 1871. That cow had no intention of setting Chicago on fire.

How many instances similar to these the readers of the Tradesman can recall by retrospecting incidents of the past, even in their own careers. It is needless to say we are all thoughtless at times, although with a little precaution we can overcome that and obviate many difficulties.

The plunger becomes a little more cautious after a little experience. The chauffeur, after being fined once or twice, becomes a little more cautious. We even read in the papers of the

generals of great armies in Europe after experience using a little more caution and preserving instead of sacrificing the lives of the men on the firing line.

On September 11 somebody in Jackson ate a banana and threw the skin on the pavement thoughtlessly, evidently having no animosity against anybody or thinking that the result might be disastrous to any body. I happened to be the victim in hurrying to catch the 5:20 train for Bay City on the Michigan Central. I stepped on that banana skin and in my contortions to regain my feet, I ruptured the spermatie glands which has kept me at home for three weeks under medical treatment. Thanks to the skill of my family physician, who operated on me and extracted about three ounces of serum, I am again on my feet and in a few days I expect to assume my post of responsibility among the business men of Michigan.

Is it not wise to cultivate a spirit of cautiousness and think twice before we act and thus avoid what might result in disaster to our fellow beings?

Mudge.

Quotations on Local Stocks and Bonds.

Public Utilities.		
Quotations only nominal.		
	Bid	Asked.
Am. Light & Trac. Co., Com.	285	295
Am. Light & Trac. Co., Pfd.	102	105
Am. Public Utilities, Com.	40	45
Am. Public Utilities, Pfd.	65	70
Cities Service Co., Com.	45	50
Cities Service Co., Pfd.	50	53
Comw'th Pr. Ry. & Lt., Com.	50	55
Comw'th Pr. Ry. & Lt., Pfd.	74	79
Comw'th 6% 5 year bond	95	100
Holland St. Louis Sugar	4	5
Michigan Sugar	44	48
Pacific Gas & Elec. Co., Com.	34	36
Tennessee Ry. Lt. & Pr., Com.	9	11
Tennessee Ry. Lt. & Pr., Pfd.	50	55
United Light & Rys., Com.	50	55
United Light & Rys., Pfd.	68	72
United Lt. & Ry. new 2nd Pfd.	62	67
United Light 1st and ref. 5%		
bonds		89

Industrial and Bank Stocks.		
Dennis Canadian Co.	90	100
Furniture City Brewing Co.	55	61
Globe Knitting Works, Com.	125	135
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	115	120
Commercial Savings Bank	216	220
Fourth National Bank	215	220
G. R. National City Bank	174	177
G. R. Savings Bank	250	
Kent State Bank	250	260
Old National Bank	195	200
Peoples Savings Bank	250	

October 14, 1914.

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

Buffalo, Oct. 14.—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 candleed, 29c; fancy, 30@32c.

Poultry (live)—Cox 11@12c; fowls, 13@16c; ducks, 12@15c; chickens, 14@17c.

Beans—Medium, \$2.50@2.60; pea, \$2.40@2.60.

Potatoes—New, 45@45c per bu. Rea & Witzig.

Ship To-day is the Worden Way

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



Movements of Merchants.

Dowling—Price & Cassidy succeed Renkes & Sons in general trade.

Burr Oak—George Heidbrink has engaged in the grocery business here.

Sturgis—McCally & Hilton succeed H. A. Luedders in the grocery business.

Petoskey—John M. Amatalz succeeds S. A. Wilson in the grocery business.

Sandusky—The Thumb Produce Co., of Carsonville, has opened a branch store here.

Coldwater—Calkins & Calkins succeed Calkins & Nichols in the grocery and meat business.

Otsego—E. L. Button has sold his shoe stock to G. O. Lewis, who will continue the business.

Coldwater—A. L. Heimbach succeeds Heimbach & Tracy in the grocery and meat business.

Ewen—The State Bank of Ewen has been incorporated with an authorized capital stock of \$20,000.

Swartz Creek—The Swartz Creek Grain Co. has increased its capital stock from \$20,000 to \$30,000.

Bronson—The Joseph H. Blaaski grocery and meat stock will be sold October 14, on a chattel mortgage.

Dowagiac—Frank Sanders has engaged in the meat business at the corner of Commercial street and Penn avenue.

Freeport—L. B. Lester, formerly of Greenville, has engaged in the furniture and undertaking business here.

Detroit—The Traver-Bird Co., dealer in hats, caps, clothing and furnishings, has changed its name to S. L. Bird & Sons.

Portland—B. W. Jackson, formerly proprietor of the Portland creamery, has engaged in the cream, egg and poultry business.

Mason—E. C. Greene, of Jackson, will open a general store here about Oct. 15 under the management of his son, E. A. Greene.

Shelby—J. W. Boughner has purchased the A. H. Bearss brick store building and will occupy it with his grocery stock, April 1.

St. Joseph—James T. Clark has engaged in the grocery business in the store building which he recently erected at the junction.

Manistee—H. A. Sponnoble has opened his meat market at 386 First street, which has been closed for the past four months.

Coloma—Thieves entered the E. A. Hill estate general store October 9 and carried away merchandise valued at more than \$300.

Alma—L. E. Rather, recently of St. Louis, has re-opened the Hicock grocery and has added lines of dry goods and notions to the stock.

Otsego—C. F. Strutz has sold his men's furnishing goods and clothing stock to Fred D. Abbe & Sons, who will continue the business.

Coldwater—F. E. Dunham has sold his grocery and meat stock to C. E. Tracy who will continue the business at the same location.

Charlotte—The R. S. Spencer hardware stock was badly damaged by fire October 13. The loss was fully covered by insurance.

St. Johns—The George H. Chapman department store was entered by burglars October 10 and silks valued at more than \$400 taken.

Calumet—Irving G. Pearce, of the McLogan & Pearce Music Co., was married October 6 to Miss Edna Rutan, at her home, in Baraga.

Battle Creek—Henry R. Bahlman, recently of Kalamazoo, has purchased the Appledoorn shoe stock and will continue the business at the same location.

Battle Creek—Gaylord Drake has engaged in the cigar and tobacco business in connection with his barber shop at the corner of Kendall and Roseneath streets.

Manistee—Fire damaged the Buckley & Douglas stock of general merchandise to the extent of about \$200 October 10. The loss was covered by insurance.

Berrien Springs—George Kephart, who has conducted a grocery store here for the past twenty-three years, has sold his stock to O. Hart, who will continue the business.

Midland—Horatio Forester, undertaker, died at his home, October 7 as the result of a sudden attack of heart trouble. Mr. Forester was 57 years of age.

Ishpeming—Mrs. H. S. Thompson and Miss Mary I. Wyman have formed a copartnership and engaged in the women's waist and furnishing goods business.

Holland—Fabiano & Caruso, dealers in confectionery and fruit, have dissolved partnership and the business will be continued by Charles Fabiano at the same location.

Hart—Halmar Nelson of Nelson & Lasher, commission dealers of Montague, has purchased the Burt Purdy warehouse and will conduct the business tributary to this district.

Owosso—George M. Hartwell has purchased the Hub shoe stock and will continue the business at the same location, 202 West Main street, under the management of Jay Hart.

Detroit—The Michigan Storage Battery Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Monroe Jewelry Co., retail auction jeweler, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Escanaba—Chris Bravakas, who has conducted a confectionery store and ice cream parlor at Harbor Springs for the past three years, has removed his stock here and will continue the business.

Traverse City—Nash & Ehrenberger, grocers, have dissolved partnership and the business will be continued by Joseph E. Ehrenberger, who has taken over the interest of his partner.

Detroit—The Gratiot Central Market Co., builder, has been incorporated with an authorized capital stock of \$75,000, of which amount \$37,500 has been subscribed and \$20,000 paid in in property.

Fremont—Roy D. Miller has purchased the interest of his partner, Chauncey O. Miller, in the grocery and shoe stock of Miller & Miller and will continue the business under his own name.

Fremont—Fred A. Sessions has added a line of shoes to his clothing stock and sold a half interest in it to Chauncey O. Miller. The business will be continued under the style of Miller & Sessions.

Muir—Wallace Halstead, produce dealer, was killed October 9, when an automobile which he was driving became stalled on the east crossing and was struck by a Grand Trunk passenger train.

Jackson—C. M. Dodge and F. O. Schmidt have formed a copartnership under the style of Dodge & Schmidt and engaged in the grocery and meat business at the corner of Francis and Addison streets.

Kalamazoo—Jacob Weickgenant, who conducts a department store at Battle Creek, has purchased the L. J. Stewart bankrupt stock of dry goods and furniture and will close it out at special sale.

Hastings—A. J. Larson, of Charlotte, and Florence Merritt of this place, have formed a limited partnership under the style of the A. J. Larson Co. and will conduct a dry goods and notion business.

Kalamazoo—Clyde B. Frost, recently of Detroit, has purchased a half interest in the J. R. Baxter Grocery Co. stock, 1701 East avenue, and the business will be continued under the style of the Baxter & Frost Co.

Gobleville—The First National Bank of Gobleville has been organized with a capital of \$25,000. The incorporators are W. V. Sage, Gobleville; D. E. Rich, D. Thayer, H. L. Thornburgh, F. Ransford and others.

Detroit—The St. Johns Arbors Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,600 has been subscribed and paid in in property. This concern will operate restaurants and do a general catering business.

Alma—Several Alma merchants have been victimized during the last few days by a stranger who has been passing \$2 bills for tens and twenties. The large blue two and the large twos in the corners were erased, the one space being

left blank and the other worked in with larger numbers. The twenty-four small twos on the note were inked over. The ink was several shades from that of the note and the workmanship in places very crude.

Copemish—Having outgrown its present quarters, the Bank of Copemish is planning to erect a new solid brick addition to its building. The new part will be one story, about 20x22, and will be used for a directors' room and for public meetings.

Kalamazoo—The Johnson-McFee Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,500 has been subscribed and \$3,000 paid in in cash. The corporation will engage in the clothing, hat and furnishing business.

LeRoy—M. C. Osborn has sold a half interest in his stock of general merchandise to Clarence Ward and the business will be continued under the style of Osborn & Ward. The new firm opened a branch store at Chippewa Lake, under the management of Clarence Ward.

Manufacturing Matters.

Battle Creek—The Seator Machine Manufacturing Co. has increased its capital stock from \$50,000 to \$100,000.

Kalamazoo—The Borden Broom Co. plant, which was partially destroyed by fire several months ago, has been rebuilt and will resume business Oct. 15.

Detroit—The General Spring and Wire Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

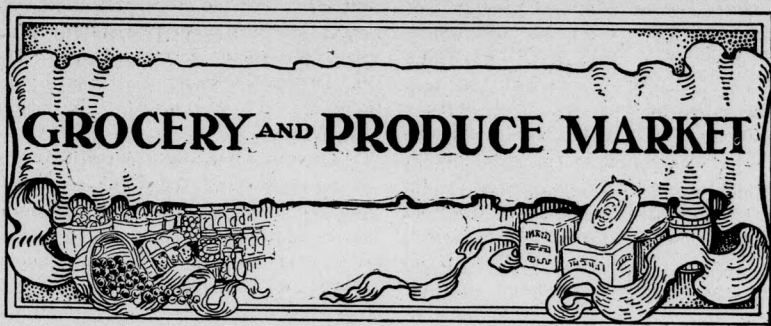
Detroit—The Disco Electric Starter Co. has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed and \$4,500 paid in in cash and \$55,500 in property.

Detroit—J. C. Inners & Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$620 has been subscribed and \$600 paid in in cash. This concern will engage in the manufacture, purchasing and selling of electric appliances.

Kalamazoo—The U. S. Oil Gas Co. manufacturer and dealer in fuel oils, oil gas stoves, and all devices for burning liquid fuel, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and \$600 paid in in cash.

Jackson—The Conway Roofing and Sheet Metal Co., manufacturer and dealer in tile roofing, heating devices, tin, copper and sheet metal work, has been incorporated with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in property.

Benton Harbor—The Peters-Pitkin Paint Co. will move its plant from Benton Harbor to Chicago. R. S. Pitkin, Secretary and Treasurer of the Peters-Pitkin Paint Co., purchased the Peters' interest some time ago and has disposed of a substantial interest to officials of the Diamond Paint & Varnish Co. The old name of George W. Pitkin Co., well-known to the trade for nearly half a century, will probably be resumed.



Review of the Grand Rapids Produce Market.

Apples—Winter varieties are now being marketed on a basis of \$2.25 per bbl. for Wagners, Greenings and Jonathans and \$2.50 for Spys, Baldwins and Kings.

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

Beets—60c per bu.

Butter—The creamery market is firm at an advance of 1c per pound over last week. The quality is fully up to the standard and the make is slightly below normal. Butter in cold storage warehouses is lighter than a year ago, and the entire market is healthier at present prices. An increased consumptive demand is expected, with possible slight advances. Factory creamery is quoted at 31@32c in tubs and 32@33c in prints. Local dealers pay 22c for No. 1 dairy, 16c for packing stock.

Cabbage—60c per bu.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

California Fruits—Pears, \$2.25 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. Celery—18c per bunch.

Cocoanuts—\$4.25 per sack containing 100.

Crabapples—\$1.25 per bu for Hyslips.

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

Cucumbers—50c per doz. for select; 75c per bu. for large.

Eggs—The receipts of new-laid eggs are more than normal for the season and meet with ready sale at unchanged prices. The quality of the receipts is averaging good, and the market is fairly healthy. The consumptive demand is normal, with no market change in sight. Local dealers pay 23c for fresh candled.

Grapes—8 lb. baskets command 12c for blue varieties, 13c for Niagaras and 16c for Delawares; 4 lb. baskets crated in dozens command \$1.50 for blues and Niagaras and \$2 for Delawares; blue grapes in bulk, 75c per bu; Malaga, \$4.50 per keg.

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 are steady at \$5 per box.

Lettuce—Head, \$1.25 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 Naples; Michigan chestnuts, 18c.

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.

Pears—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 outlook is very discouraging and only normal fall weather can improve matters. Country buyers are paying around 30c. The wholesale price here ranges around 50c.

Poultry—Receipts are ample to meet both the shipping and consumptive demand. 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—\$2.65 per bbl. for Virginias; \$3.65 per bbl. for Jerseys.

Tomatoes—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.

Otto A. Ohland has purchased a half interest in the Grand Rapids Merchandise & Fixture Co., which was established about a year ago by Fred D. Vos. Business will be conducted under the same style at 803 and 805 Monroe avenue, where a large stock of new and secondhand office fixtures is maintained. The combination is a good one on account of the extended experience both partners have had in the mercantile business. Mr. Vos was credit man for the Musselman Grocer Co. for several years and Mr. Ohland occupied the same position with the Michigan Hardware Co. up to Feb. 1 of this year.

Cecil Ambrose, formerly assistant manager of the Young & Chaffee furniture store, has been elected Treasurer of the Trust Furniture Co., 702 South Division avenue. Robert Ambrose, his father, who was formerly a farmer, has been elected Vice-President. The change in the officers of the company was caused by the recent resignation of Arthur Martin, former Vice-President, who has engaged in the moving business in the city.

The Grocery Market.

Sugar—The prediction of the Tradesman that granulated sugar would decline to 6c, New York basis, before January 1 has been fulfilled. The Federal refinery has reduced its quotations to that figure. Michigan granulated is being offered at 6.15c and will probably be reduced to \$5.90 soon. The prospect of any importations of raw sugar from Europe is extremely poor. The Central European governments may keep their sugar for home consumption and sow cereals generally next year. Holland may export 200,000 tons, it is said, which cannot come to the United Kingdom and may seek an outlet here. In view of the early statements that Europe would make a small crop it should be noted that both the German and Austrian will be nearly normal, the same being true of Russia; France and Belgium suffering from the war with a loss of at least 50 per cent.

Tea—The markets hold very firm. Japans are slow in arriving. The fourth crop has been absolutely neglected on account of the recent typhoon and floods and there will be no cheap low grades such as we are accustomed to get. Formosas are strong and range from 3@5c over last year. Shipments of Indias and Ceylons have been practically suspended and the high rates of freight and war risk insurance cause prices to hold firm at the high figures now quoted. The local demand is quiet and buying is only for regular stock and not for speculation.

Coffee—The Brazil markets are weak, owing to unfavorable financial conditions, and this is reflected in the markets of the country. Nominally the prices for Rio and Santos coffee are unchanged from last week, but the market is in buyers' favor all along the line. Buyers are distrustful all along the line, however, and are buying only what they must have. Individual purchases are much smaller than normally. Mild coffees are quiet and unchanged for the week, market there also being in buyers' favor. Java and Mocha are steady to firm and moderately active.

Canned Fruits—Apples are dull at ruling prices. California canned goods are quiet in first hands, as deliveries of new pack are just being made. Small Eastern staple canned goods are unchanged and quiet.

Canned Vegetables—Tomatoes are weak. The pack is still proceeding, but is dwindling to an end; the aggregate is still uncertain. The demand is moderate. Corn and peas are unchanged. There will be a short delivery in Maine corn, ranging from 50 to 70 per cent., due to cold weather. The trade are warned against frozen Maine corn, as it is known that freezing weather prevailed during a part of the packing season, and that usually means frozen canned corn.

Canned Fish—Domestic sardines are much weaker and there are now offerings at \$2.85, f. o. b. Eastport, in large quantities. Better catch and sharp competition among the packers is responsible. Imported sardines show no change whatever. Salmon is quiet and unchanged.

Dried Fruits—Prunes are easier, meaning futures, and the basis price has now declined to around 5c. Spot prunes are neglected and unchanged. Peaches are still very cheap, but unchanged and dull. Apricots are unchanged and dull. Raisins are quiet at the moment and unchanged in price. Currants are unchanged and steady. Citron is a trifle easier on increased supplies. Other dried fruit are unchanged and quiet.

Rice—The demand continues slow and prices are showing signs of a slight falling off in values. The fact is that the mills are still refusing to meet the planters' views and decline to take up rough on the present fixed minimum basis, on the ground that it leaves no margin of profit whatever. This situation naturally affects the market for the cleaned, so that with the accumulation of stock, the trend is clearly towards a lower plane of values.

Spices—The market is fairly active, with but few changes in price. The current demand is fairly brisk. Conditions are very much unsettled and the uncertainty of obtaining supplies from abroad, together with the high cost of exchange and war risk, has a tendency to restrict buying to parcels that are now afloat on declared vessels.

Cheese—The market is steady and unchanged, with only a fair consumptive demand. Stocks are reported a little heavier than normal and no change seems in sight.

Molasses—It is stated that the first grinding of cane in Louisiana will begin the 15th, but there will be no large receipts of sugar or molasses for some time. The reaction in the sugar market makes buyers conservative, although dealers still maintain that the crop of grocery grades will be light, for the planters will make 96 degrees test.

Provisions—All cuts of smoked meats are barely steady at ¼c decline. The consumptive demand is moderate. Pure and compound lard are also ¼c off, and show fair consumptive demand. Barrel pork is firm and unchanged. Canned meats strong, with only moderate demand, as is dried beef.

Smith & Mindel, meat dealers at 704 North Ottawa avenue, have dissolved and the business is to be succeeded by Smith Bros. Charles Smith, who was associated with Mr. Mindel and his brothers, who were formerly engaged in the metal business on Winter street, are to form the personnel of the latter arrangement.

Richard W. Erickson (Drake & Erickson) recently found fault with his baker because the holes in the doughnuts were too large; also with the book-keeper because the bank balance was too large; also with his partner because he was putting in too long hours in the store.

Samuel E. Purdy, formerly proprietor of a machine shop on West Leonard street, has engaged in the garage business at 1206 North Front avenue in partnership with William Voyle.

Ewald & Cooper have engaged in general trade at Mears. The Judson Grocer Co. furnished the groceries and P. Steketee & Sons supplied the dry goods.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 13.—R. B. Haugh, the first and last grocer after leaving the Soo, at the end of Ashmun street, disposed of his entire stock of dairy butter last week, consisting of several tons. Mr. Haugh is now contemplating buying an automobile out of the profits and it would be well for the auto agents in Michigan to get in touch with Mr. Haugh, as he is as yet undecided as to which is the best make.

The Canadian hoboes are immigrating to this side of the river from Canada as they claim that the war is very detrimental to their business and they can notice the stinginess in the handouts furnished them by the usual donors. It would be a good time now to start the Good Road Movement, as the Weary Willies would undoubtedly appreciate steady work for a while if the opportunity was offered them.

The old saying that the pen is mightier than the sword does not apply to all cases in the European conflict, as there have been more swords used since the war than pens.

Demar & Barrett have dissolved partnership, Mr. Demar retiring and J. McMahon taking over Mr. Demar's interests in the electrical business. Mr. Demar has not decided what his future plans will be.

J. H. LaLonde, one of our prominent bazaar men, has the record of spending more hours in business than any merchant in a similar line in the city. Mr. LaLonde is not only a hard worker, but gets much enjoyment out of life, having a modern cabin on Sugar Island, where he is now spending several days hunting and fishing, as he believes that "all work and no play makes Jack a dull boy."

James Storms, formerly of Hancock, has moved to the Soo and accepted a position with the Leader Co.

T. N. Watson, one of DeTour's leading merchants, was a business visitor here this week.

The many friends of former Superintendent E. E. Ferguson, of Bay City, were pleased to learn the results of the school board election last week, in which Edward Lichtig was defeated for renomination. Mr. Ferguson is considered one of the best educators in the United States, but was badly handicapped by the difference of opinion and trouble brought about by the President of the board, Mr. Lichtig. The case has been watched by Mr. Ferguson's Soo friends with much interest.

William Aldrich Tateum, former Speaker of the House of Representatives, of Grand Rapids, was a Soo visitor last week, en route to Hunt Spur, where he expects to spend some time on a hunting expedition.

Shallow men believe in luck. Strong men believe in cause and effect.

Sam Skidmore, the popular meat cutter at the Soo Co-operative Mercantile Association, has resigned and taken a position as chief meat cutter for the Chippewa meat market.

Vern Kniskern, manager of the meat department of the firm of Harper & LaLonde, has severed his connection with that firm and accepted a position with the Soo Co-operative Mercantile Association in the meat department.

Callaghan & Kohn, Ashman street clothiers, have dissolved partnership. Mr. Callaghan has sold out the clothing department and opened the Callaghan cash meat market in the same location. This is Mr. Callaghan's third adventure in the meat business and first in the clothing business but with his wide experience he has finally come to the conclusion that people can get along with but little clothing, but they must have the necessities to sustain life and the

butcher is the last one that can be dispensed with.

Newberry was the scene of an exciting accident last week, when the sheriff, in company with five friends, came down the hill at Newberry at the rate of forty miles per hour, apparently losing control of the auto, which sheered to one side and turned over on its side four times, while the occupants escaped with but minor bruises, with the exception of the sheriff and under sheriff, who were rendered unconscious for a short time, but it is expected that they will be able to handle the auto once more within a few days.

"The secret of success is constancy of purpose."

E. S. Taylor, of Pickford, was a Soo visitor during the week.

T. J. Kennedy, President and Manager of the Algoma Central Railway, has been appointed General Manager of both the transit and traction company, taking in the street car lines for both the Soos. D. F. Thomas, of this city, will still act as Superintendent. W. C. Franz, Vice-President and General Manager of the Lake Superior Corporation, has been elected President of this concern during the absence of Frater Taylor, who recently went to England. These changes have been brought about by the war conditions.

The business men of Newberry had a clambake last week on the Taquamenon River for their fellow citizens and numerous visitors from the Soo. The guests were taken in launches and scows down the river to the club house, where a menu was served consisting of oysters, clams, lobsters and bluefish shipped from the Eastern seaboard. Mr. Porter, of Milwaukee, who is an expert in arranging affairs of this kind, was in charge of the affair and reports everything as having been carried out without a hitch, and the business men are figuring on making the clambake an annual affair.

The Soo River came near claiming another victim last week when Otto Ogden, of this city, accidentally stepped from one of the spiles near the ferry dock in the Canadian Soo and fell into the water. A companion who saw the accident jumped in after him and with considerable difficulty succeeded in rescuing him. Mr. Ogden went down twice before he was rescued.

Charles Marriott, for the past ten years the popular steward at the Park Hotel, who has the reputation of being one of the hardest workers and busiest men in the city, left last week and Jackson. Mr. Marriott will be the guest of his son, Dr. Marriott, at Jackson. This is Mr. Marriott's first vacation this year and no doubt the much needed rest will be greatly appreciated.

"Be ambitious to be good rather than rich."

E. S. Royce, the world's famous auctioneer, also stock horse judge at the state fairs, in auctioneering a car of horses here last week, gave away a splendid young colt. This announcement brought out a large crowd and Mr. Royce's only regret was that he did not have a few extra cars of colts.

John Merrifield, our popular cigar manufacturer, mention of whose marriage was made last week in these columns, sprung a surprise on his many friends who were at the depot here waiting to meet them on their arrival, fully equipped for the affair, but when the train arrived the newly weds were conspicuous by their absence. It seems that John had the right dope on the situation and got off at Rudyard and secured an auto to bring them into the Soo, so that their many friends here missed much merriment in being bluffed in this manner and the reception accorded them was somewhat tame to what was originally planned, but Mr. and Mrs. Merrifield feel well satisfied and registered no complaints.

"A house is built of bricks and stone, of sills and posts and piers; but a home is built of loving deeds that stand a thousand years."

It is planned to formally open the new third lock in St. Mary's Falls Canal on Wednesday, October 21, and from then on the third lock will be open to the passage of vessels. For the past month the work of trying out the mechanism, has been in progress and everything has operated like clockwork, so that on the twenty-first of this month the machinery will be started, the water turned in and the third lock, the longest canal lock in the world, will be ready for business.

County School Commissioner Thomas R. Easterday and Superintendent M. J. Walsh returned to the city this week from Houghton, where they attended the annual meeting of the Upper Peninsula Educational Association. They report the meeting as being one of the most successful in the history of the organization.

"A soft answer turneth away wrath." William G. Tapert.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Flint will observe Good Roads day October 29, with a celebration marking the completion of improved highways leading to the city.

The Vegetable Parchment Co., of Kalamazoo, will build a large addition to its plant, business with this concern having more than doubled since the outbreak of war in Europe. Shipments are being made to Canada, Great Britain and Australia supplying trade formerly furnished by mills of Belgium and Germany.

Directors of the Bay City Board of Commerce have voted in favor of adoption of Eastern time, the main argument being that one more hour of daylight is gained.

Pontiac has added a motor truck to its fire fighting equipment.

Jackson has passed an ordinance forbidding the parking of automobiles on Main street for more than thirty minutes.

The Belding-Hall Co. of Belding, resumes operations in both of its mills this week, giving work to 300 men. The factories have been closed down for repairs.

For the first time in almost a decade the outstanding bonded debt of the city of Saginaw is now less than two million dollars.

Menominee has built more than three miles of cement sidewalks this year.

Battle Creek's street lighting system, with decorative flower boxes on light standards, is attracting the attention of other cities. Similar treatment is seen in Europe but the idea is new here.

Chelsea has secured a new industry, the Motor Products Co. of that town having absorbed the Cricket Cyclecar Co., of Detroit. The little car will be made in Chelsea.

Benton Harbor is satisfied that brick pavement is more durable than asphalt and more economical in the long run.

Night schools will be opened in Saginaw November 2 with free instruction in the trades, including plumbing, machine shop practice, general electricity, carpentry, cabinet and pattern making, mechanical drawing, sewing, dressmaking and millinery as

well as in the usual English subjects.

The H. K. Beam Machine Co. succeeds the Beam & Spaulding Co. at Three Rivers. The output will be increased.

Benton Harbor is going ahead. New factories and business places costing nearly \$120,000 are under construction and one of Michigan's most abundant fruit crops has just been marketed.

Douglas is making improvements, including a new landing for the ferry boats to Saugatuck and the west shore.

Farmers selling milk in Flint must have their cows tested for tuberculosis within two months or lose the right to sell milk there.

Marquette has taken steps requiring all property owners to connect their premises with the sewer system.

Flint has passed an ordinance fixing the weight of bread loaves at one, two or four pounds avoirdupois. Bread of any weight may be sold, however, if properly labeled with its true weight. The ordinance goes into effect November 20.

If a great corporation can blush and feel ashamed the Michigan Central Railroad ought to color up and feel mean at the recent request of the Board of Education and the Civic Improvement League of Kalamazoo that the passenger station in that city be cleaned up and kept sanitary and half way decent in the future. The women's rest room there is declared to be "filthy" and a disgrace to the city.

Coldwater will install ornamental street lamps of the three-globe kind from Pearl and Monroe street to the Lake Shore station.

Almond Griffen.

Painting the Store.

Doctors are notoriously indifferent to their own health. Bootblacks generally have shoes that are strangers to shine. Comparisons equally striking might be found in other quarters.

A flagrant illustration, which is more to the point here, is the negligence of some retailers who deal in paint when their own stores are considered.

It is an exceedingly poor advertisement for soap if the manufacturer or seller has habitually a dirty face.

It is similarly out of place for the merchant who tries to distribute paint to allow his own place of business to go shabby for want of it.

Dinginess, gone-to-seediness always attracts attention of an unpleasant kind. Notoriety that reflects upon your wisdom or good taste is not to be sought.

Economy is also at stake. Paint is an excellent preservative.

When you do get out the brush and pail, be careful of your color scheme. The rainbow is most beautiful, and the harmonious blending of its tints cannot be too much admired. The reproduction of so great variety when applied to buildings in mortal skill has never yet been pleasingly effective.

Remembering these things, go to it and paint. Paint for the sake of appearance. Paint to save your building. Paint to save your reputation. Otherwise you will be looked upon as a back number.

National Organizer Secured for Michigan.

Grand Rapids, Oct. 13.—Through the efforts of our State President William McMorris, of Bay City, we have succeeded in securing for a limited time only the services of Mr. Howe, one of the best organizers connected with the National Association of Retail Grocers, who will come here fresh from a very successful campaign in several other states.

Our slogan for 1914 is Double the Membership and in order to do this we want to make the best possible use of every moment of Mr. Howe's time while he is in the State.

Now is the time for the merchants in all unorganized towns and cities to communicate with the State Secretary and make arrangements to have the organizer go there and get the merchants together.

In cities where associations are maintained by the retailers, credit rating bureaus have been established which enable the merchant to reduce his losses from bad debts to a minimum.

Agreements in regard to the early closing of all stores have been effected and the merchants work together for their mutual benefit.

Through the State Association they are kept in touch with credit bureaus in other cities and are thereby able to exchange information in regard to parties moving from one section of the State to another.

In innumerable other ways these associations are proving invaluable to their members and there should be an organization in every town and city in the State.

If you are located in an unorganized city and would like to have the merchants brought together, drop a line at once to the State Secretary, telling him of the conditions which maintain in your city and he will arrange to see that Mr. Howe comes to you prepared to perfect a local organization.

Don't put off this matter of writing, for it will make it a whole lot easier for you to transact business if the other business men in your town co-operate with you in offsetting the influence of foreign competition and in generally building up the interest of your town.

I hope to hear from the merchants in a large number of towns within the next few days.

Fred W. Fuller, Sec'y.

Boomlets From Bay City.

Bay City, Oct. 12.—Next Sunday, October 18, will be observed as memorial day by Bay Council, No. 51. Services will be held at Elks Temple at 2:30 p. m., preparatory to decorated with flowers the graves of deceased members.

Members and friends of the order are urgently requested to be present.

W. H. Etson, who has covered Northern Michigan for the Hammond-Standish Beef Co., has signed a contract with the Lee & Cady branch, Saginaw.

P. M. McGinnis, formerly with the Omaha Packing Co., will be Mr. Etson's successor with the Hammond-Standish Co.

F. O. Rockwell reports that his valise was taken from the Otsego House at Gaylord, last week and as the party who carried it away is known Mr. Rockwell is following closely on his trail to recover the valise and place the thief behind the bars.

Ground was broken last week for the erection of Bay City's new Y. W. C. A. building. The first shovel of soil was removed by Mrs. Allen McEwan, President of the Association. This soil will be preserved until the laying of the corner stone in which it will be placed. The foundation will be laid this fall and the building completed next summer.

We request H. D. Bullen to rise

and explain how Bay Council will derive benefit in dues, etc., from a U. C. T. who resides at Mulliken, because we believe this town is not in our jurisdiction.

Bay City's Board of Education war is still on and the schools are being conducted without a superintendent.

The three sugar factories in our city are now running full blast. The beets are in fine condition and the yield of sugar large, as the weather conditions this fall have been very favorable. Pub. Com.

Increasing Vogue of Better Grade Furniture.

Written for the Tradesman.
Second Paper.

Much that was said in last week's Tradesman on this subject, is, in a sense, preliminary to certain things that I shall endeavor to say in this week's contribution. And this is the more practical part, if one is disposed to draw a hard and fast line between the theoretical and the practical.

If we have, as I attempted to show, an increasing vogue of better grade furniture in this country, then it behooves the retail furniture dealer, or whatever type of a merchant he may be who carries furniture along with other lines, to know precisely what he can do, in his little section of the merchandising world, to help forward this mighty movement. That it is a good movement, no one will deny. That everybody, who is anybody at all in the trade, ought to do what he can to promote it, surely requires no argument.

Not a few of the most successful and most public spirited house furnishers in the trade—men of vision and merchandising genius—are not only prominent leaders in this country-wide movement towards better home equipment and adornment, but the very fact of their leadership in this movement is a vital factor in their success. For several good and weighty reasons—not the least of which from the retail furniture dealer's point of view is that this is the more profitable way—everybody who makes a business of distributing furniture should also make it a care to handle the very best kinds his customers are able to buy.

Knowing Good Furniture.

One of the first things the house furnisher must do in order to place himself in harmony with this general movement towards better grade furniture and housefurnishings, is to make sure that he knows good furniture and furnishings.

Now if you think that's sound without sense, you are entitled to another guess. There are lots of perfectly good men in the furniture trade, who don't know good furniture. They may conceivably stock it without knowing it—accidents will happen; but they are far more apt to not be getting it when they think they are.

It is no light thing to cater to the furniture requirements of a given community. Furniture making is a creative art or craft, and every worthy piece of furniture is a material embodiment of certain worthy conceptions of sentiments. The designer has conceived something not, up to that time, in existence; and proceeds, by collaboration of his own brain cells

and the skill and handicraft of trained workmen, to give it substantial and enduring embodiment.

Can you see the unseen form in the piece that doth appear? Do you understand the principles of furniture criticism? There is quite an important body of knowledge about domestic furniture that has been gathered together from time to time by people who have greatly loved good furniture, and have earnestly striven to know what it is about good furniture that makes it good. Such people do not use high-sounding words and phrases in speaking about the things in furniture that appeal to them; and they lay no claim to esoteric qualifications; but they are quite positive in their contentions that furniture is a good subject to look into—especially if one have a sort of natural liking for the good and enduring things of life.

So, before assuming right off the bat that one knows the whole subject of furniture from A to Zed, it might be well to have a look at the literature of furniture and furniture making. Forms have come and gone, and styles have waxed and waned; but in the long, costly experiments of the ages, certain things have definitely emerged, and we are not where we were at the beginning. Moreover there are competent guides—persons of leisurely culture and refinement—who have studied and lived with certain beautiful things in furniture. These masters, experts, connoisseurs will take great pleasure in telling us things that it is to our interest and profit to know; and what they know they can also tell most charmingly. Through a long series of years they have made it their one big aim in life to pick out the real things from the sham, the finer from the poorer, the meritorious from the bizarre and grotesque. And this they have done, not primarily with a view to intimidating us commonplace folk with a show of superior furniture wisdom, but rather to help us, if we will permit, to a better understanding of the worth-while in furniture. Such experiences as they have gained from their wide and tedious pursuits, are ours for the asking; and we don't have to consort with highbrows to get the information.

And there is still another important source of information for those who would really know about furniture; namely, the manufacturers of furniture. It would be well if the house furnisher knew something of cabinet woods, their uses and limitations, whence they come, and what they cost; also how the lumber is cured and prepared for use in the factories; and the processes of present-day cabinet-making. It would be well for him to know the characteristic of so-called "period furniture," together with their latter-day adaptations. And it stands to reason that he should study the products of the furniture manufacturers with a view to the selections of lines that are strong, not alone on service features, but also in essentially artistic qualities. There are degrees of excellence in furniture even where the difference in cost is

slight. Which is better? Why? Of the several "goods," which is best for your particular clientele? The more bona fide furniture-knowledge you take with you to the furniture exhibition, the better your selections.

Why Know Good Furniture.

If you want it put in a nutshell, why a furniture dealer should know good furniture, it is because it is a big feature of his business to cause others to know good furniture; and the dealer cannot cause anybody to know anything that he himself doesn't know.

I am a poor judge of woolen fabrics. So I am careful to go to a tailor who knows. And when a piece of cloth strikes my fancy, I am careful to have him tell me frankly as to the wearing qualities of the same before I decide definitely. Is it domestic or imported worsted? Has it sufficient heft to make it hold its shape? Are those long fibers woolen threads, or are they silk? He's got to hand me some information. I simply put it up to him to make me know that particular fabric; and if, for any reason he can't deliver, I don't buy.

Many people aren't so self-conscious in their requirements for furniture knowledge when making their furniture selections; but subconsciously they do want to know. And the possession of such knowledge does materially help them in making their selections. And here is where the moral obligation, as regards the dealer, comes; it's a part of his service to cause them to know.

How? Through advertising and salesmanship.

I have in mind a Cincinnati concern that inaugurated, some years ago, an advertising campaign laid out along the line of causing people to know good furniture; and know that, contrary to popular belief, really good and enduring furniture can be had at reasonable prices. They don't talk price much. Quality is the burden of their argument; only incidentally do they say that the price is reasonable. They picture the furniture to the eye, and there is the price, but the selling talk is built up on the basis of actual goodness in the commodity advertised.

And the salesmanship one observes on their floors is of the same general character. It's quality—merit, essential goodness. The piece is after a certain classic style, or an adaptation, or an original design. It is built of such and such material. It is well made, artistic, pleasing to the eye; something of which madam will not tire. And they are causing their trade to know and appreciate good furniture.

Surely the time has come for everybody to help bring a little nearer the day of better house equipment and adornment.

Frank Fenwick.

Playing Safe.

In the back of a safe a lawyer came on a partnership agreement, drawn up by the two bankrupts when they engaged in commerce and jointly signed by them. The second clause read as follows:

"In the event of failure the profits are to be divided equally."



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

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 14, 1914.

THE FALL OF ANTWERP.

The military value to the Germans of the capture of Antwerp is best measured if we think what would have happened if the Allies had succeeded in preventing its capture, or raised the siege. Then they would have been in a position gravely to menace Brussels and the German communications in Belgium. It would have been hailed as necessitating the retirement of the Kaiser's forces from France, as well it might have, and the Allies would have cheered it as indicating the beginning of the end of the struggle on anything except German territory. Now the conditions are reversed; the Belgian army has again received a stunning blow, and may have lost as high as 40,000 more men by casualties and internments in Holland, the latter said to total 26,000, all in addition to the British loss of 2,300 from similar causes. That the British marines' support was so futile and that they were bundled out so unceremoniously in forty-eight hours will cause more rejoicing in Berlin than anything else, since the feeling against England is so intensely bitter.

As to the direct military advantage to the Germans, that lies chiefly in the fact that the attacking army is now free to move on Ostend and Calais, and that the last menace to the German communications in Belgium itself is at an end. It is the great battle line in France and the extreme northwest corner of Belgium which is now protecting the transportation lines to Cologne and Aix-la-Chapelle. Everything but a skeleton force of railroad guards may be thrown towards Lille or towards Ostend, to meet the Allied troops. With them must now be fought out the question whether the Germans can cut off and hold the Channel ports as far as Calais, or whether they must content themselves by building the last link in the 300-mile line of breastworks from Switzerland to the sea, and waiting until the German artillery can crack the hardest nuts of all, Toul and Verdun, or until they are compelled to fall back towards the Rhine.

The whole world outside of the sympathizers with Germany must grieve at this fresh evidence that we are in for a long-drawn-out, brutalizing struggle, in which the poor Belgians are apparently to be ground to pieces, since there is every prospect for further terrible fight-

ing upon their soil. There is but one satisfaction for the humanitarian and anti-militarist in it all—the universal admission that fortresses have been vanquished by ordnance, unless supported by great mobile forces, in which case hasty earthworks seem to serve about as well. As the honors at sea are for the moment, at least, with the submarine, so on land the prestige belongs to the guns, not the forts. Antwerp's defences were planned by the ablest French and Belgian engineers, only to go down like paper before the German guns. It will be difficult, hereafter, for war ministers to demand millions for structures that are certain to prove merely the tombs of their defenders. In addition to this, the question must also be asked whether the money which may be lost by the shelling of so great and rich a city as Antwerp does not now exert a powerful if unconscious influence against the defenders and in favor of an early surrender. In the future it should be a powerful argument against fortifying any great urban marts of trade.

THE MAN WITH THE HOE.

Now that harvest is over, Indian summer is here and the marketing of the wonderful yields of crops is in process, it is a noteworthy circumstance that the average farmer is in no hurry to sell. He goes to town, reads the war bulletins and argues that every battle means less production abroad. He dreams of dollar wheat; sometimes of dollar-and-a-half wheat—and tells his merchant in town to wait. He is not selling all his crops, but is holding back to get the top price. What goes to market is to meet current expenses and to supply the family with needs, but he remembers that his neighbor who sold wheat last July at 65 or 70 cents lost the 50 per cent. advance and does not propose to be outgeneraled.

It is hard to smile at Mexico just now, and yet some of her most earnest sympathizers must have been unable to restrain something like a smile when they read the report that Villa was "mobilizing," and again when the same doughty chieftain condescended to imitate the European chancelleries by issuing a White Paper. For the most part, the distressed country on our Southern border carries on her war in her own way. Carranza's latest stroke is a new tribute to the sway of the democratic ideal in this hemisphere. By careful enumeration it is ascertained that his followers number 104,000, while those of Villa number only 24,000. This emphatic endorsement fortifies him in his purpose of going ahead with his provisional government. If the figures had revealed that he was in minority, we are bound to believe that he would have announced that the returns were against him, and have sent the usual telegram of congratulations to his successful opponent—or would he have set up the claim that bribery had been indulged in to an extent that warranted him in continuing the contest?

Fortunate is the man who doesn't get all that is coming to him.

Any man's credit is apt to be good as long as his money lasts.

PROUD AUSTRIA HUMBLLED.

Austria's state of mind is much more conciliatory now than it was in July, as is evidenced by the promptness with which she responded to Italy's protest against the laying of mines in the Adriatic. Notwithstanding that she can not feel otherwise than bitter against Italy for her refusal to join her former Teutonic allies of the Dreibund in hostilities against the Triple Entente, Austria-Hungary's immediate response to the protest from Rome promising to remove the menace to Italian shipping in the Adriatic and to indemnify the families of those Italian sailors killed by the explosion of mines, is evidence that she has all the enemies in arms that she cares for at this time. The reported terms of Italy's protest to the Vienna government were distinctly peremptory, and doubtless the government at Rome intended the Austrian authorities to understand from them that it was quite ready upon sufficient provocation to abandon its attitude of neutrality and align itself upon the side which the great majority of the Italian people sympathize with. Under other circumstances than those existing, Vienna might have declared the Italian demands humiliating and perhaps have begun a long diplomatic haggle, if, indeed, she might not have rejected them entirely.

Italy's protest against strewing the sea with mines until they endanger her shipping is entirely justified. Austria has the right to protect herself against attack from hostile fleets by planting mines within her own waters, but she has no right to scatter them in the Adriatic, thus making navigation of those waters equally dangerous for neutral vessels. By promising Italy to remove them and to indemnify the families of Italian sailors killed by this reckless kind of warfare, Austria confesses her transgression of the rules of war as generally accepted by civilized nations. This admission and her willingness, even anxiety and haste, to placate Italy now, is in striking contrast to Austria-Hungary's attitude in July. She was determined then to humiliate Serbia before all her little neighbors, in order to impress them with the notion that she was the absolute arbiter of the destinies of the Balkan states. Vienna treated lightly then the warnings of Russia, believing probably that the Czar's government would do no more than it had done some eight or ten years before when Austria flagrantly tore up the treaty of Berlin, to which she was signatory, and defiantly annexed as her own the Balkan Turkish provinces of Bosnia and Herzegovina. She indicated then of how little worth treaties were if they stood in the way of her own desires and schemes. Had Austria been in as conciliatory frame of mind in the latter part of July as she is now, had she listened to the warnings of Russia and been responsive to the peaceful counsels of Paris and London, she would not now with humiliating haste have had to reply to Italy's peremptory demands for satisfaction, because there would have been no great European

war, now, at any rate, and no provocation for Italy's protest. It is a pity for all the peoples concerned that there was not the same wisdom and careful reasoning in Vienna in July as in October.

OTHER CROPS THAN WHEAT.

Judging by the Government estimate, the corn crop has turned out much better than any one expected two months ago. The indicated crop of 2,676,000,000 bushels is 78,000,000 bushels over the September forecast and 229,000,000 bushels more than last year's final returns, although still 449,000,000 bushels under the record yield of two years ago. Rains in August and early September greatly benefited the corn, and the enlarged yield is the result.

A feature of the report is the gain of 56,000,000 bushels shown in the seven surplus states, of which 17,000,000 bushels were in Illinois, 14,000,000 bushels in Iowa, 12,000,000 bushels in Indiana and 5,000,000 bushels in Nebraska. These States raise and ship more corn than any others in the country. The seven states have a crop of 1,441,000,000 bushels, or 232,000,000 bushels in excess of last year's final, but 391,000,000 bushels less than in 1912. On the basis of 20 per cent. marketed in a year, present crop estimates mean the movement of 288,000,000 bushels of corn for the railroads to handle this coming season, or 47,000,000 bushels more than they had last year.

Oats have also turned out better than expected; the estimate is 21,000,000 bushels greater than a month ago. At 1,137,000,000 bushels, it is the third largest crop on record, but only 15,000,000 bushels over last year's last returns and 6,000,000 bushels over the five year average. In the three Northwestern States, from whence the East draws a good part of its supply after harvest, the crop is 194,000,000 bushels, or 18,000,000 bushels short of last year, and 4,000,000 bushels over the five-year average.

War has given the farmers the best returns on oats in recent years, for the unprecedented demand from abroad has advanced prices and made the market a world's affair for the first time in its history. The war has probably brought an increase of at least 10 cents a bushel to the farmers, taking the average of the crop. Thus far, over 80,000,000 bushels have reached primary markets, or 15,000,000 bushels more than last year. This has helped the railroads to a better grain business than they have ever experienced, with possibly the exception of 1912.

WHY NOT?

Why not have a "Made-in-America" week of special sales in every department store, clothing store, shoe store, jewelry store, haberdashery store, leather goods store, chemist's, tobacco store, toy store, furniture store, glassware store, hardware store, carpet store, grocery store, linen store and stationer's from one end of the United States to the other?

THE JUVENILE TRADE.

This is the season when it pays to specialize upon clothing for children, the serviceable kind which will look well and wear well for the longest possible period. Cheap clothing is dear in the end and most parents have proved it to their own satisfaction. The firm cloth will outwear the shoddy two or three times, saving once in the making, besides the added satisfaction of having it always look well to the end instead of presenting a shabby appearance almost from the initial wearing. Gently strive to get this tenet firmly rooted and growing in your neighborhood and then keep it properly trained.

There are mothers who are for some reason unable to accompany their children to make the purchases. Have at least one salesman who specializes in fitting them out properly. This should be some one who likes children and is able to gain their confidence; one who will give more than passing thought to the work; who can be depended upon to fit out the sallow Mary quite as carefully as the fair Margaret. In fact, the former should receive the greater attention, for she has some insistent needs, while the pretty little blonde will look well in almost anything.

The juvenile trade may seem a small matter, and yet, on the second thought, the fact becomes apparent that it is quite the reverse. Few parents are not ready to sacrifice their own needs or wishes to those of the child. School duties bring many necessities and the building of a trade for the children means the framing of new friendships with the adults of the next decade or two. Children are impressionable and the real friendships made with them now will bear fruit in the years to come. Be pleasant with them, advise conscientiously and deal squarely, and you will find them easy to approach and grateful for good service.

NOT TOO FRIENDLY.

Making friends with customers is one of the essentials of good salesmanship. It is not a requisite that you keep closely in touch with all the minor ailments of the nursery, but it costs nothing to be polite and to be interested in the welfare of those around you. Do not profess an interest which you in no measure feel. The clerk who makes it a specialty to enquire about "Grandma" must at least keep himself posted that she has not left this mundane sphere. Take time for the friendly "Good morning," even though you are busy.

Study the position and needs of each customer, and thus be the better able to know what he wants and will want next time; and be sure to make sufficient inducements that there will be a "next time." The girl who selects a cheap lawn waist may have as refined a taste as the one who chooses a dainty silk one. She knows her limitations and happy is she if governed by them. But do not make the mistake of trying to press upon her something which she cannot afford. Neither say nor look what will

serve to make her feel dissatisfied with the necessary choice. Let it be understood that this is all right for the purpose designed, a thing not to be ashamed of. Help her to get the best for her money and purpose, casting no reflections upon its cheapness.

Next time she comes you may be able to so well understand her taste and needs as to call attention to some new goods in which she might be interested, in a friendly way, but not with an effort to press a sale. She will feel pleased by the attention, and even though this venture sells no goods, the fact will be recalled that you took a little pains in her behalf and will remember the place when her next purchase is about to be made.

It is not hard to account for the dissatisfaction which has led Postmaster General Burleson to propose to the Senate Post Office Committee a scheme to save \$20,000,000 annually by turning the rural free delivery over to contractors. The immense growth of the R. F. D. since 1896 has given it 40,000 routes, with an army of carriers that is a definite factor in Congressional politics. The salaries of these carriers have been raised eight times in fourteen years, and stood in 1913 at \$1,100 per annum. A careful consideration of the conditions of the service convinced the Postmaster General that such a figure was then adequate, especially as an enormous number of applications were regularly received for employment at the prevailing rate. Nevertheless, the maximum salary was raised again this summer to \$1,200. It was freely charged in Congress that this was largely in consequence of the activities of a lobby, supported by the R. F. D. News. At the same time, the Postmaster General was left to remedy a state of things under which some carriers of 20,000 pieces of mail monthly received no more than some who carried 3,000. The whole subject evidently needs close looking into. The Department now pays \$53,000,000 for a service which annually returns less than \$10,000,000. If Mr. Burleson can show that \$20,000,000 of the Government expense is waste which could be avoided under the contract system, there will be a strong demand that that remedy be adopted.

It has often been pointed out that considerable money might be saved if, for instance, one milkman supplied a whole street instead of being obliged to travel many miles to cover his route. The same is true of the delivery of other things. That is why the retail butchers, grocers and bakers in the city of New York are discussing the question of a more systematic organization for the delivery of goods sold by them to the consumer. Money could be saved to the retailer by some organized system, and the consumer would also profit by reason of quicker delivery service. The New York retail dealers are considering a central station or agency, with calls made by delivery wagons within the zones of the different retailers at scheduled hours.

PASSING OF THE FIRE SALE.

The day of the special sale is fast passing. The cries of "Great Slaughter" and "Less than Half Price," no longer allure a thinking public. Like the boy's cry of "Wolf! Wolf!" the public have learned to turn a deaf ear to these superlative appeals. They have hurried out in the early morning only to find a crowd awaiting the opening of the closed doors. They have crowded up to counters where cheap goods marked the finishing touch to the cheap prices promised. They have waited when time meant money, just because they had come to the "sale," and disliked to go away thwarted. And yet, on second thought, with the goods staring them in the face, they have realized that the so-called bargains were misnomers.

How could any sane person expect genuine bargains by the wholesale, when with the rush there must be new clerks, hurry, scurry and at best incompetent service? People have learned to distrust the old story of "fire" and "sheriff's" sales as an apology for some special bargain. They have even learned to question the remnant counter and examine closely as to whether the so-called remnants are not, after all, clippings from regular goods. The great shoe sales, with a few pairs of good shoes mixed in as bait with a lot of cheap affairs, no longer draw the crowds. A few pasteboard substitutes have opened the eyes of the wise. More, they have created a general distrust which is far from wholesome.

There are times when one can specialize to advantage; when it pays to close out certain stock at a discount; but the time has come when the great cry over this should be silenced. Certain stock can be closed out in a quiet, orderly manner, without drawing a crowd to muss everything in that part of the store over through the frantic hunt for "bargains."

CLOSING OUT THE STOCK.

Of course the remnants and odds and ends must be cleared out, even if they are forced to go at less than cost. One cannot afford to carry them over, even if the depreciation next season did not threaten to be still greater. But it never pays to strive to sell an antiquated article under the impression that it is one of the late style. Only the other day we noticed a striking illustration of this in one of the leading metropolitan stores. In a special sale of waists, including some very dainty crepe de chine at a surprisingly low price, there were mingled a few of excellent material, but of such old style that they evidently missed their last glorious chance a year or two. Yet when a prospective customer called attention to this fact, the clerk gravely assured her that those features were "coming back" this winter. Well, possibly she had some inside information not yet announced by our leaders in fashion. It was noticed, however, that the customer chose another pattern, no doubt more wary than before because of her quiet observations.

There are always some who are willing to buy at the end of the season for the sake of saving a little, perhaps having in mind some easy alteration which will serve them nicely. Give them the chance and at the same time help yourself by clearing the shelves. But do not strive to palm off old stock as new. This is a deception which a shrewdly discerning public will neither forgive nor forget.

An enterprising German manufacturer writes to his English customers to say that he is prepared to do business with them, in spite of the war, and to deliver goods already contracted for if they will only agree to certain conditions. He has, he explains, opened a branch establishment in Switzerland, and made arrangements to forward his goods through neutral channels, but it will be necessary to label them "Made in Switzerland" instead of "Made in Germany." About this, he says, there will be no difficulty, but the customers must pledge themselves not to reveal the truth to the authorities and also to pay in full by check within thirty days. A Glasgow merchant who received a letter to this effect promptly published it. How many others—if any—took advantage of the offer, is matter for speculation.

A Washington colored fish vendor who conceived the idea of coloring the gills of his fish to give them a fresh appearance, was arrested for his artistic work. When fish are iced the gills bleach, giving the fish the appearance of being old. The vendor soaked a piece of red paper in water, thus obtaining a coloring solution which he applied to the gills with a brush. The paint came off and the artist fell into the clutches of the law. However, his fish were sound and there was no law under which he could be prosecuted, so he was asked to refrain from doctoring his wares hereafter, and allowed to go.

A Columbia University professor feels a little aggrieved because he was arrested for obeying a law. He had been spending the summer in the Maine woods, where he had a revolver which he supposed he left in his bungalow. On his return to New York he found the weapon had been packed and being a law abiding citizen, he notified the police to come and get the revolver. An officer was sent to procure the weapon and then arrested the professor for having it. However, the magistrate before whom he appeared declared that the professor had done his duty and dismissed him.

According to a custom house official the champagne supply will last until after New Year's Eve, and those who celebrate on that occasion by opening imported wines will not be called upon to vary that custom, although they may be called upon to pay a higher price than usual. No new importations are expected, and it is probable that it will be several years before the shipments from France will be as large as they have been.



CLOTHING

Combination Bonus-Premium System for Clothiers.

Leading clothiers, who have used the premium or "p.m." system for a long time because of its obvious advantages in disposing of the tag-ends of stock which are almost impossible to move unless the salesmen are given some definite incentive in that direction, are willing to concede that the plan has disadvantages.

The clerk, in a good many cases, gets in the habit of working for the premium and forgetting the interests of the house. He puts the little extra money he can make in that way in front of the satisfaction of the customer, and frequently sells goods which oughtn't to be sold to those who get them, thus giving the merchandise and the store a black eye.

This demonstrates clearly the disadvantage of operating on a system of p.m.s which is not checked or restrained by some other plan. To show the dangers of the situation, one store which cut salaries all around and put it up to employees to make their commissions on sales bring the totals to the desired amount, was almost put out of business because of the wolf-life eagerness with which customers were pounced upon, and the insistence of the salesmen in disposing of goods. The really desirable trade of the store rapidly slipped away, and if the head of the concern had not seen which way the wind was blowing, and made a rapid right-about-face, he would have been left stranded with only the cheapest and most undesirable business of the town to take care of.

The experience of a large store in a Middle Western city, where the p.m. is in use, has demonstrated, however, that it is possible to use the premium or commission and get all of the advantages that adhere to this system, and still keep away from the dangerous features.

Apparently such a consummation belongs to a Utopian business system, and yet the methods used by this store, which can be adopted by anybody to whom they appeal, are not at all mysterious. In fact, it is the very simplicity of the plan that constitutes its strength, for an involved or complicated method of rewarding good work would not be readily understood by the salesmen, and they would consequently not be so thoroughly impressed with the desirability of carrying out the suggestions which it contains.

Putting it briefly, the plan is as follows:

Premiums or commissions are given

on special lines which require such stimulation.

A bonus is awarded to every salesman, depending (1) on the increased business of the store, and (2) on the proportion between his salary and the total expense of the store in that connection.

On the one hand, every salesman has every incentive that properly belongs to the p.m. system to move the "stickers" and keep the slow lines selling. The opportunity to make the Saturday-night pay envelope a little fatter is bound to be remembered and taken advantage of. The chap in the suit department is going to bring out the merchandise that carries the p.m. whenever he has an opening, and the goods that the store wants to convert into cash are thus helped along at every step of the way by the powerful little p.m.

But under the system which is in use here, salesmen are not in the habit of selling misfits, as they sometimes do in stores where the premium is the only guide. When this happens the customer is bound to realize the fact before long, and is sure to have a grievance against that store. And it isn't likely that he will return there for his next suit. That is one of the big obstacles in the way of getting perfect satisfaction out of the operation of a system which makes the salesmen remember himself first, and the house and the customer afterward.

The reason why the clothing salesmen in this store are not tempted very strongly to sell clothes that the customer oughtn't to have is the bonus. The store gives a definite percentage of its increase in sales to the boys on the floor. Get that. If sales increase during a six-months' period by \$25,000 and the store is giving 5 per cent. of this amount to the clerks—the figures are taken arbitrarily, and do not necessarily indicate what the proper proportion is—then every fellow gets his share of \$1,250, depending upon the amount of his salary.

If he is getting \$20 a week, and the total weekly payroll for the salesforce is \$500, then he gets 4 per cent. of \$1,250, which is \$50. That nice little check for fifty "iron men" always comes in mighty handy, especially as it is paid out just before Christmas, in one case, and right around the Glorious Fourth, in the other. And although the bonus is paid only twice a year, don't imagine that it is forgotten.—Clothier and Furnisher.

Every man has something to sell; service, goods, brains, or another item, hence one thing we all need to develop is selling ability, salesmanship.

Some Profit Saving Plans.

A new profit-sharing plan, tried last year for the first time by one large clothing establishment with its clerks, seems to have excellent features.

At the beginning of last year each employe was assigned a certain volume of sales that might reasonably be expected of him. On all sales above that amount a fixed percentage was reckoned, and at the close of the year the clerk was given a check for the full amount.

The management is satisfied that this means a larger yearly volume of business, and better and more attentive service to the public, while at the same time it tends to equalize the opportunities of the salesmen. As an incentive to better salesmanship, this is a plan that would seem to be equally adaptable to the store employing but one or two clerks as well as larger establishments.

Another idea, tried in one of the smaller stores where there was but one clerk in each department, had good results. Each clerk was made responsible for his department at a stated salary, but was told that his wages would be increased at the end of each half year in the same proportion as the returns in his department.

For instance, if he increased the business in his department 20 per cent., his salary would be increased 20 per cent.; if 50 per cent., his salary would be increased by half.

In buying goods, each clerk was consulted and his judgment given due reference. Thus each man was put on his mettle to keep his department up to the top notch.

Neckwear.

While the neckwear trade was upset by the doubt and derangement due to the sudden shutting off of importations of foreign silks and dyes, this feeling has appreciably lessened within the last month. There is no change in the scale of prices, goods seem to be plentiful and the general stiffening in the market condition is noticeable. One of the most cheering signs of sound business is the very great range of dollar goods put out this season.

No retailer need feel uneasy this autumn that he won't get abundant holiday supplies. Nor need he fear any decrease in the range and variety

of lines, for they are bigger than ever. Even in the highest grade imported brocades and satins the market is amply stocked. Apart from individual sentiment about a curtailment of personal expenses on account of the supposedly uncertain outlook, there is no real reason to expect that autumn and winter will not be a normally big season. Keep your eye on "knits!" Not a few well-informed judges believe that they are marked for a quick and widespread revival. Knitted and crocheted four-in-hands and reefers figured considerably in September orders, and the demand seemed to exceed the supply. Whether this signifies a "flash in the pan" or a permanent return to favor cannot be foretold. It is argued, however, with some show of reason, that if a streak of economy is to come, the knitted scarf that can hardly be worn out offers the logical alternative. Anyway, one sees more activity in this class of goods than at any time within the last year both in popular-priced and

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros., 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

fine goods. Again, keep your eye on "knits." You are perfectly safe in buying liberally of black-and-whites, for black and black-and-white are to be fashionable colors this season. The reason is twofold. First, they are being worn as mourning colors abroad, where, unfortunately, mourning is on the spread. Secondly, a period of sober restraint in colors invariably follows a period of gay colors, and that is exactly what we have had in neckwear for the last two years. Immense quantities of black-and-whites are being cut up, and those manufacturers who made a specialty of them are reaping a harvest. Blacks, of course, are staples, but they also are taking a perceptible spurt on account of the conditions stated above.

Through a Glass Darkly.

Old John was sitting in his shirt sleeves one day, puffing like mad at his pipe, and never getting a puff of smoke from it.

As Smith drew near, John struck three matches and held them to the bowl and sucked and sucked until his cheeks seemed to meet inside; still never a puff of smoke.

"Why, John, what on earth are you doing?" said Smith.

"That chump White's been trying to fool me, I expect," said John, and he took another futile puff and put his pipe down in disgust.

"That chump White told me that if I smoked a bit of glass I should see the spots on the sun."

MERCHANT PRINCE.

How He Worked Out His Own Peculiar Ideas.

Written for the Tradesman.

A real Merchant Prince is at Prairie Farm, Barron county, Wisconsin.

His name is John E. Scott.

He settled there in 1883 and made a fortune at country merchandising. The facts as to how he made it or whether he made it at all aren't so interesting as what he did with it after arriving at the degree where the village banker greeted him with a smile instead of a sigh.

He didn't follow the way of many country merchants that reach a six figure bank balance—that is, go up on the corner of Pleasant View avenue and West Main street and display his vanity by building a frame dwelling on rock-faced cement blocks, with a front gable and porches that could have been the pride, and the monument to the loss of several fingers, of any country scroll-sawyer—one of those houses of rink-like largeness to which the village host points with his whip when he takes you out driving behind a team of young spitfires that should be in a circus cage instead of hitched to a stingy-seated spider buggy.

Neither did he move off to the city to enjoy "advantages" while continuing to do business at the old stand.

Here's what he did:

He built the most beautiful country store in America.

He didn't jam it between Ike Spliv-en's fifteen ball pool room and Monk

& Wheatley's hide and tallow warehouse, but he bought a four-acre lot opposite his old store and erected the new store in the center of it—a low, Spanish mission style of building with light on four sides, approached by a winding drive and surrounded by trees, shrubs, geometrical flower beds and a lawn like a fairy carpet.

When Scott adopted the mission style of architecture for his store, he did not know that he really was building a mission, but it is a great deal more of a mission than many a building intended as such.

In the store are a rest room for women patrons, play room for children, loafing room for the men and a general reading room with all the magazines on a big center table. There are toilet rooms equipped with the latest plumbing fixtures and hot and cold water.

Think of a rest room for hard-working farmers' wives after a long drive through the country—with couches and rocking chairs and cribs and swings for the children!

While the decoration of the store proper is simple, the cabinet work is of as good quality as that of a Pullman car. There are mirrors here and there and built-in seats for the patrons and clerks. There is plenty of room behind the counters and the space is as clear of rubbish as in front which everybody sees.

In the rear, but connected with the main structure, are the stables, where the farmers' horses are cared for without charge and they do say there isn't

a pound of horseflesh in Barron county that will be driven by Scott's store without a protest.

Isn't this a study in practical psychology for you?

There is an old saying about judging a man by the company he keeps.

There is no better way of judging men and institutions than by the buildings they put up.

Louis H. Sullivan, who has made a social study of the practice of architecture, once said: "Show me the building and I will show you the man that paid for it."

This is even so unto nations—a people's architecture is their history.

You can look at the outside of this building of Scott's at Prairie Farm, Wisconsin, and see that there are honest goods and honest transactions on the inside.

Man creates in the image of his thoughts.

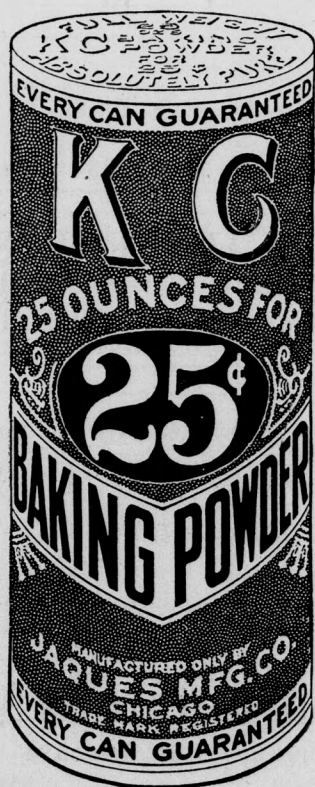
Scott's store is the efficient conception of an efficient man.

A straight-thinking, prosperous man will employ a straight-thinking architect and allow him in turn to employ straight-thinking masons and metal and cabinet workers to execute the work, and the completed structure will be in the image and likeness of the man that paid for it.

Architects and contractors will tell you that they never are allowed to plan or execute a building better than the man that pays for it, unless they have the time and will-power to educate him to their standard.

Men do as they think.

David Gibson.



THIS PACKAGE

Represents

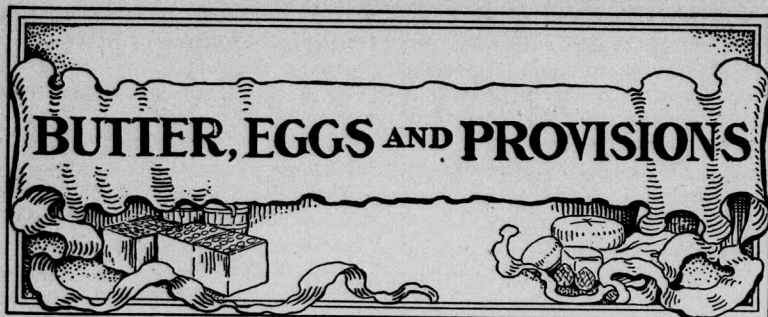
the very best quality of baking powder any dealer can offer his customers, regardless of price.

We Guarantee

K.G. BAKING POWDER

will please your most particular customers. Retail price refunded on any can returned.

"Keep It In Front"



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.

We Can Make Cheese as Well as Foreigners.

American cheese makers are being urged by the United States Department of Agriculture to take advantage of the present excellent opportunity to establish a reputation for their products that will outlive the present disturbance in international commerce. European cheeses have long been popular in this country, and it is a popular belief that they cannot be equalled by the domestic product. For example, in the fiscal year ending June 30 a total of 63,784,313 pounds of cheese were imported into this country. It is not yet possible to say to what extent this trade will be interfered with by the war, but it is certain that the imports for the current year will be much less than they have been in the past.

There is no reason why some of this deficiency cannot be made good at home if the farmers will furnish the milk. Already American cheeses have been made which rank, in the opinion of experts, fully as high as foreign cheeses of the same class. The popular preference for the imported products, however, has hitherto prevented these cheeses from selling on their own merits in competition with European produce.

One of the most striking instances of this is limburger cheese. In quality and price American cheese of the limburger type long ago drove its foreign rival out of the market. Practically no foreign limburger has been imported into this country for many years. Many consumers, however, have clung to the belief that they were eating a foreign cheese. There is no reason at all why they should not now know that the American product is exactly as good as the foreign. Moreover, now that some of the more expensive types of highly flavored foreign cheeses are not likely to reach us for a long time, the demand for domestic limburger should be greatly increased. The market thus created should remain a good one long after the present conditions have been remedied; for once the consumer becomes accustomed to the American product he is not likely to abandon it for a more expensive foreign one which is no more satisfactory.

Much the same is true of cheeses

of the kind popularly described as Swiss. Cheese of this variety is made exactly as well at home as abroad. In the past, it is true, American makers have been confronted by several difficulties, but Government investigations have solved many of these problems and it is now possible for expert cheese makers to turn out Swiss cheese of uniformly high quality.

Camembert has been made in America with some success already. This variety has suffered more, however, from actual opposition by the promoter of the imported article than other kinds. Camembert is ripened quickly and reaches the consumer within a month of manufacture. This is therefore an opportunity for the American maker freed from competition to sell his article and by the fuller opportunity to work his factory, to perfect his method to such a degree as to hold that market when competition returns. Although more perishable than Cheddar, Swiss and some other varieties, this should not prove to be a serious obstacle to increasing the output, for Camembert of the best quality always commands a good price.

In addition to Camembert there are a number of other fancy foreign cheeses which are popular here and which could doubtless be imitated successfully by American cheese makers after a little experimental work. Among these varieties are Edam, Gouda, Parmesan, Roquefort, Stilton and Gorgonzola. Although there seems to be no reason why such cheeses should not be made in the United States, they do not, in the opinion of experts, offer at the present time the most promising field for American cheese makers. For the present at least it would probably be better for them to encourage the demand for standard types, such as Cheddar, Swiss, limburger, pineapple, etc. The field for Cheddar is particularly promising because of the fact that the flavor of this cheese, while always distinctive, can nevertheless be made to vary widely. This variation enables it to act as a substitute for a number of other varieties. In short, the experts in the Department of Agriculture are confident that with care and foresight at the present time the American producers will do much to place American cheeses on a permanent equality with the European varieties and sweep away a prejudice that has held back the industry in the past.

As long as the general public believes that the imported product is necessarily the best, the tendency on

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.

HART BRAND CANNED GOODS

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

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.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, 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

Use Tradesman Coupons

the part of the American manufacturer is inevitably to turn out goods, that will sell because of their low price, not because of their high quality.

The best way to remedy this condition of affairs and to make friends for domestic cheeses of foreign type is for American makers to label their products frankly as American goods. This will give the consumers an opportunity to compare our best home-made products with the imported article. The result will be the removal of a long standing prejudice and an added incentive for manufacturers to improve the quality of their products. It is thought that this can be done and the price still kept below that necessarily demanded for imported cheese. But any temporary advantage gained by the present situation cannot be maintained unless American cheese makers work for quality of their products. Eventually they will again be obliged to compete with Europeans who for generations have looked upon cheese making as a fine art.

Wasted Opportunities.

Did you ever stop to consider that somebody wants everything you have for sale in your store? He may not know you have it, or he may not think of you in connection with it at the time he wants it.

Your failure to bring the goods to the attention of the possible buyer represents wasted opportunity.

Slow movers in your stock are often backward because they do not have their chance. They are waiting for you to give them a push.

This is true of certain lines of staple merchandise.

The suggestion is the incentive. The grocer, for instance, says "Everybody knows I keep tea, why advertise it?"

Perhaps there is someone who has forgotten how much she enjoyed that last cup of tea, but a window display, tastefully arranged, will recall pleasant memories and a desire for repeated indulgence.

Handkerchiefs advertised and displayed will remind consumers that their supplies are running low, and bring trade to the dry goods merchant.

The same rule applies to all lines. The little needs of every day are overlooked. Unusual demands take care of themselves. You may build up a large and growing trade in profitable staples by keeping them before the public.

A man's wife tells him his socks cannot be darned much more, and he intends to renew his supply. Straightway he goes off and forgets to purchase because there is no reminder in the store window or advertisement.

Memory plays us scurvy tricks. She allows even the most selfish to neglect themselves. They never do so intentionally.

A little forethought on the part of the storekeeper will be first aid to memory. Not one item of merchandise should be overlooked. They all contain possibilities. Sometimes those apparently of the least importance produce the best results.

The Salvation Army and the Law.

The Municipal Charities Commission of Los Angeles on September 8 ordered the Salvation Army to desist from the solicitation or collection of funds for charitable purposes within the territory under the commission's jurisdiction. In all probability this action will lead to similar procedures in other cities exercising strict supervision over eleemosynary institutions and, through far-reaching investigations and restrictive legislation, may yet cripple the work of the hallelujah organization.

A year ago the newly created municipal commission requested the Salvation Army to comply with the provisions of the ordinance regulating the solicitation of funds for charitable purposes, to incorporate with responsible local officers, to render detailed financial statements and to cease sending out of the city funds collected from the citizens for charitable work. The Salvation Army did not comply; its local officers had no authority to comply with the orders, but the commission enabled them to continue operation by temporary permits while negotiations with the National officers were pending. In the meantime, the commission gained access to the books of the Salvation Army.

It was found that the operation of a chain of so-called industrial stores, establishments in which articles of clothing, etc., donated by charitable persons are repaired and sold to the poor, netted the organization a profit of \$27,000 the past year. Several institutions operated by the Army were found to be self-supporting; it was claimed that \$32,000 of the funds collected in Los Angeles had been sent to Chicago and New York. Reapportionment and return, say the Army, reduces to \$7,000 the city's annual contribution to the central organization.

The great amount of beneficent work accomplished by the Salvation Army has given it a large measure of popular support. Of late, however, since the efficiency engineer and the accountant began lifting the lid that has been tightly covering charitable institutions for many years, startling revelations of waste, extravagance and inefficiency have been made frequently. In Los Angeles, for instance, an investigation of the books of the Bethlehem Institute caused the Charities Commission to oust the management and close the institute. The Salvation Army has never rendered a complete account of its stewardship; it is a close organization controlled by a few persons with practically unlimited authority. If the organization is efficiently managed, publicity regarding its inner workings cannot hurt. Nor can the Army blame municipal authorities if they insist that money collected at home shall be spent at home down to the last penny. Not one city in all the world has so far been able to raise sufficient money adequately to take care of its own poor.

Did not He say to give unto Caesar that which is Caesar's?



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.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

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.



"Kalamazoo" Customers always "come back"

Our oldest customers are our best customers. The longer a concern uses Kalamazoo equipment the harder it is for our competitors to break in. Kalamazoo equipment "grows" on a business man. Bookkeepers who have become used to the simple, easily operated Kalamazoo devices dislike to change to any other system. And the boss who foots the bills—notes with satisfaction that he buys less Kalamazoo equipment—because what he does buy lasts longer.

Kalamazoo Loose Leaf Binder Company

Manufacturers of the Famous **Kalamazoo** Kalamazoo, Michigan

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.



The head of a well-known Grand Rapids banking house asked an economic expert this week to account for the fact that money conditions were notably easier in London than in this country, with the whole of Europe actually or potentially at war. The answer was that England is a creditor nation and America is debtor. "That is exactly it," said the banker.

This incident is cited merely to emphasize the fact which seems to be uppermost in American minds at the present moment. The relief measures adopted with such promptitude two months ago by the Government and the banks have averted, or, at any rate, postponed, certain undesirable consequences of the European debacle. They allowed American industry time to get a fairly good perspective of what confronts it. In a word, our people have a better idea of the contingencies of the situation than they had two months ago.

These contingencies are both political and economic. One thing that stands out prominently in the minds of many of our shrewdest leaders of finance and industry is that the present situation should, and it is hoped, will bring about a much closer understanding of one another and legitimate co-operation with one another, on the part of politics and industry. For many years industry has been the victim of politics; in the years to come politics must be, in the higher sense, the handmaid of industry. Otherwise, the outlook is bound to be cheerless. It is not necessary to elaborate this theme. Suffice it to say that the function of politics in the future should be to ascertain with all possible scientific exactitude the economic laws of human intercourse, with the intent to give them in this country the fullest and freest play.

The reason is that they do not know what is going to happen in Europe. When a huge estimate of the cost of the war is printed, the question naturally arises, How much of it has already been paid? When some economists tell us the many billions that Europe will have to borrow to pay for the war, and we are further informed that America will have to provide a very liberal share of the funds, two questions arise: Is it true that we shall have to find all this money, and, if it is true, can we produce the money?

American finance and industry are now waiting upon Europe. On the

surface conditions have in some ways changed for the better in the last few months. Here, the banks are lending more readily, and private capital is showing more readiness for bargains. But below the surface the improvement is less perceptible. In our factory centers, for instance, the savings banks are in some cases showing losses in deposits, and in centers where that is not the case, the savings banks are doing very little in the way of buying mortgages on bonds. Curtailment is the order of the day, for the simple reason that nobody knows what is coming next.

Remembering how many times the French people have oversubscribed every state loan offered them (no matter how enormous), one wonders whether Europe will feel impelled to put the screws on us too hard. Regarding the second question, it may be sufficient to say that, if Europe cannot get all she wants from America without too greatly crippling our position, she is likely to be a prudent creditor and arrange terms. There is, also, the contingency that she will actually prefer to keep every dollar possible on this side of the Atlantic; for, after all, we are the greatest neutral nation, and the one great state whose investment enterprises cannot be directly touched by the European conflict. There is bound to be a "war risk" attaching to the securities of every European industry; none attaches to ours. In time, foreign investors will take note of this.

Perhaps the most that can be said with any assurance is, that Europe will not forget that she will conserve her own interest by conserving ours. At the moment, she is in a welter of passion, and war enthusiasm. The thing to be desired is that stock exchanges be kept closed, that financial and industrial commitments be curtailed, until her economic judgment has opportunity to recognize calmly the world factors involved in this extraordinary situation.

Following the unofficial German estimate of \$5,000,000 per day as that country's present average expenditure for war, came last Saturday's statement by Finance Minister Ribot, of France, showing that country's average daily war expenditure, for the preceding sixty days, to have been \$7,000,000. The latest statement at hand from the British Exchequer, covering the week ending September 19, gives army and navy expenditure for the week at \$43,595,000, as against

Grand Rapids associated City Banks



Statement of September, 1914

Capital Stock -	\$ 1,200,000.00
Surplus and Profits -	578,204.14
Associated Resources -	11,201,013.49

A statement which shows capital stock and capital liability amounting to more than two million dollars, and earnings steadily increasing, denotes a progressive management and a correspondingly increasing power to serve and accommodate our customers.

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST AND SAVINGS BANK
GRAND RAPIDS, MICH.

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.

\$16,550,000 in the same week of 1913—the difference, \$27,045,000, being a fair measure of the cost imposed by the present war. The daily average would be \$3,863,000. Computed on the same basis, the average daily war outlay by Great Britain, since August 1, has been \$3,689,000.

If France is now spending \$7,000,000 per day, it can hardly be doubled that Germany and Russia are spending at least as much. With what Belgium and Japan are paying out, the total daily war expenditure on such supposition could not fall below \$30,000,000. That would mean that something like two thousand millions dollars have been spent already, or about the total cost of the eighteen months' war between Russia and Japan, and twice the cost of the Boer War, which so worried the British Exchequer.

A familiar theory in favor of a shortened European war has been the presumed financial exhaustion of the combatants which would accompany a long one. Taken by itself, the "financial exhaustion argument" has never been convincing. By its terms, Napoleon ought not to have been able to organize his campaign of Waterloo. The South should have given up the fight by 1863. The Boers had no logical right to continue in the field after Gen. Buller's Christmas date. Japan should have collapsed in 1905, as Count Witte insisted she was bound to do; whereas it was Russia, and not Japan, whose creditors began at that time to talk sulkily. To this day, moreover, nobody can imagine how the exhausted Balkan States paid the bill for their second war.

There may be a similar surprise in the present war. Yet thirty millions a day have to be procured from somewhere, and there are not many affluent lenders outside the battle line.

An official of one of New York's largest banks says: "An event has recently occurred in South America which in its broadest aspect may be called epoch making. Recently in paying for a hide shipment purchased in Argentina the seller asked for bills drawn on New York in dollars instead of on London in pounds. This is the first time in the history of Argentina that American exchange has been accepted in payment of an American purchase. I believe it to be the forerunner of greater things to come. It means direct intercourse between the United States and Canada and South America with New York the great money clearing house of the Western hemisphere. It is just in this quiet, unostentatious way that some of the great turning points of economic history have been written."

Chicago bankers are not disposed to assist bankers in the South, who have 40 to 45 per cent. of their reserves. Some of the former have of late received money on maturities from the South, which they take as indicating that conditions there have

been exaggerated, and that the banks there can do more toward relieving the home situation than has been done of late. Bids of 7 per cent. for money have been made here by Southern interests, with cotton at 5 cents per pound as collateral. Bankers say they can loan all the money they have at 6@7 per cent. without any trouble to outside interests now seeking accommodations, but they cannot do so when they have their regular customers to care for, which will take all the money they can get hold of.

The buy-a-bale-of-cotton campaign which has now assumed the proportions of a movement, ought to be a most fruitful subject for directors of psychological laboratories. Why do people buy a bale of cotton, and, when they cannot afford a bale, take a pound? Does the phenomenon prove the truth of the canon of advertisement-psychology that you should put your suggestions into the form of imperatives? Perhaps; but one impelling element in the crusade is probably the patriotic appeal that has been cleverly woven into it from the first. Who would refuse a little money for the sake of his country, especially when he may give it of his own free will instead of having it dragged out of him by a hateful tax? But there is more than this in the affair. In the back of people's minds is there not a shrewd notion that they are lifting themselves by their bootstraps out of the pit into which they have fallen through no fault of their own, and thus outmaneuvering the foolish and wicked Old World that is upsetting our trade by its medieval antics? The matter is put in especially irresistible form by an enterprising firm that promises to buy a pound of cotton for every pair of shoes it sells. This alone ought to save the South. To offer us the opportunity of being indirectly philanthropic by ministering to our own necessities is like placing candy within reach of a child.

Start a scandal about your neighbor and watch it grow.

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

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

GRAND RAPIDS SAVINGS BANK

This Company aims to make its charges reasonable—one charge is made for the services of all its officers and employes—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

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

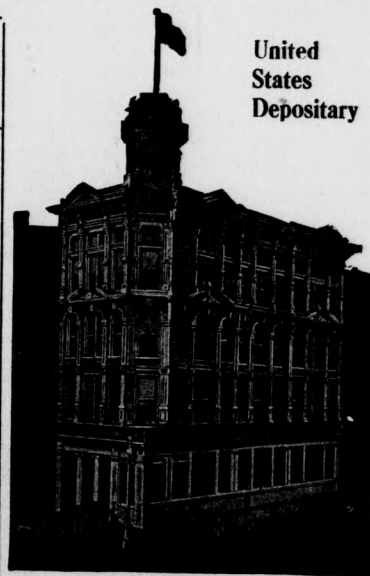
United
States
Depository

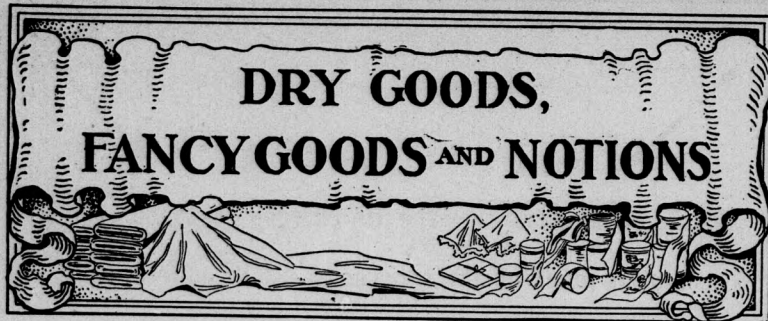
Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000





An Hour in an Up-to-Date Corset Department.

Written for the Tradesman.

It is a large and very well conducted dry goods store in a city of some forty or forty-five thousand inhabitants—a store that always seems to be doing business in spite of dull seasons and hard times. Here I went and sought out the corset department to find just what is doing in corsets these days.

It is some stunt to keep posted on corsets. Styles are changing constantly—new models are coming in, old are being discarded. These unceasing mutations very forcibly point the moral that the dealer who would have a satisfactory trade in this line must buy judiciously, choosing styles that will prove taking and popular, and keep the stock moving. Otherwise he will be hung up on passe goods that can be disposed of only at prices below cost.

The models having long skirts and low bust and light flexible boning now are selling best, but the indications are that higher busts, shorter skirts, and somewhat heavier boning will rule in the near future. The waist line already is more defined than it was. All this means that the dealer must be ready to take hold of the newer styles when these presaged changes materialize.

It doubtless is best in any good-sized store to put this department in the charge of some woman employe, selecting one who has brains and special capability for the work. While the many different styles now in use, being all designed on similar lines look much alike to the uninitiated observer, the expert corsetiere can point out differences and distinctions in weight and quality of material, style of boning, long backs and short backs, straight fronts which are mostly defised and those which are somewhat curved, already worn by a few and supposed to be in the ascendancy—these and various other differentiations the head of this department must be thoroughly conversant with, both for buying and selling the goods. It is too intricate a subject for the mind of a mere man, as shrewd store managers learned some time ago. In selecting these garments customers greatly prefer to be waited on by salespersons of their own sex. Men would be entirely out of place in a corset department.

I was shown corsets and corsets. Models for stout figures, models for thin and willowy figures, high busts, low busts, long backs and short, corsets with front lacing, corsets boned

with steel and corsets boned with waloyn, a composition material now much used in the better grades, more pliable than steel and held to be far more satisfactory than whalebone, flesh-colored corsets which are new this season, corsets of beautiful cream brocade, corsets of striped goods. Tints and novelty materials are not usually great sellers in corsets. Plain white, batiste for light weight, coutil for heavier, remains staple.

With all the variety shown, this store handles only medium priced goods in this line—nothing less than \$1 and nothing higher than \$4.25. Naturally they have some call for cheaper grades, but the 50 cent and 75 cent have been found to be so unsatisfactory in their trade that they have cut them out entirely.

Dollar and a half styles are their most popular sellers. In corsets as in other goods, an article that shows excellent value and is pleasing in appearance—in short, the best looker for the money—proves the readiest seller.

This store finds it best to leave the sale of the very high priced goods to the specialty shops, agents, corset makers, etc. The sale on corsets running above about \$4 is too limited to make it practical to tie up money in the great number of styles that would be required. For the more a woman is able to pay, the more fastidious and exacting does she become in regard to finding just what meets her special requirements.

The lady showed me models priced at from \$3 to \$4, of such fine, firm material and such exquisite workmanship and finish, so excellent in design withal—that one could not doubt the truth of her statement that both for wear and shape these medium priced garments are equal in real merit to the \$6 to \$12 goods.

Of course the woman whose figure is irregular or deformed may need corsets designed for her individually, and the woman with money to burn may like the luxury of a made-to-order garment from especially costly and handsome material, and also the mental satisfaction of knowing and possibly of letting other women know that she pays a long price for her stays.

The story is told of a woman in attendance at an afternoon bridge party, who, having dropped a card to the floor, explained her inability to stoop to pick it up by saying that she was wearing a \$10 corset. Further she asked if some lady present having on a \$1 corset wouldn't kindly get it for her. No one responded.

The variety of models and prices now to be found just in medium priced corsets, points another moral, which is that the small-town dealer can not expect to carry every style for which he will have occasional call. With a few carefully chosen lines he will be able to sell in most cases. Better lose a few sales than have money invested in styles not in demand by the average customer.

In health waists, for instance, it is necessary to be very guarded. Even a corset department as large as the one visited finds comparatively little sale on these garments, of which there are a large number of makes and kinds. They carry one line, reasoning that if they were to put in a larger assortment, owing to the limited sale on these goods they would simply have the greater part of the stock on their hands, getting out of date, for models change from year to year in health waists as well as in regular corsets.

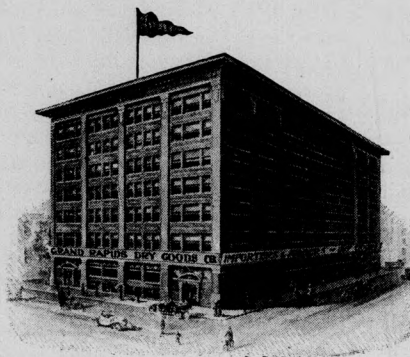
The lady with whom I talked is a corsetiere—that is she fits corsets when this service is desired. Fitting has some advantages, particularly since alterations sometimes have to be made to adjust a garment to a particular figure. Then some women are greatly delighted to know they have a perfect fit before leaving the store, and of course the very fashionable woman expects to have all her corsets fitted to her by the corsetiere.

But this lady finds that the great majority of her customers really prefer to take corsets home and try them

on themselves; and she rather encourages their doing this, since going to the fitting room takes her away from her department, and she has found that quite often the corset that has been carefully fitted in the store will come back to be exchanged for something different, after the customer has taken it home and had time to change her mind. In a large city, whether in this department of a general dry goods store or in a specialty corset shop catering to fashionable trade, the services of the fitter are in much greater demand and are far more essential than in the smaller places. And some stores in small cities make a strong advertising point of having an expert corsetiere, and also handle high priced goods.

The very slender waist being no longer the desideratum, corsets are worn in larger sizes than formerly. Being made on the lines they are, it is necessary to have them larger, to give the requisite size through the hips. Most customers are agreeable to the proper number, which is two or three inches less than the outside waist measure. Still after all the years that the wasp waist has been taboo, occasionally the woman is to be met with who, although she has grown stout and portly and needs at least a twenty-eight, harks back to the days of her slender girlhood and gravely insists that she wants a twenty-one.

Corsets, if the department is rightly managed, are one of the most satisfactory lines to handle in the



The Mackinaw Coat is a Practical Garment

All indications point to another big season and we are offering a good variety of grades and patterns suitable for men's, women's, misses' and boys' wear. We believe it will pay prospective buyers to see our line. We have had the pleasure of booking quite a number of orders and thus far have not heard of a disappointed customer. Our salesmen are now showing samples, and if interested will be pleased to call.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

whole dry goods trade. They are always in demand, and beyond giving satisfactory goods at right prices, it requires but little effort to sell them. This store finds it unnecessary to use special means to stimulate their sale, beyond some window display and occasionally a bargain counter of cut prices when some odds and ends of discarded models are to be closed out.

By the way, for the windows this store no longer is using the forms which for so many years were considered the only correct thing for displaying corsets. It is now thought smarter just to lay the garments each over a neat rack.

Sometimes one hears it said that with the present styles of dress, corsets are not so much worn as formerly. This lady, however, is unable to see that the corset has suffered any decline. While not so much in evidence as it was when closer fitting modes prevailed, it is still there and the contour it gives is essential to good dressing. The dictum that "The corset makes the woman" still holds true. K. K.

Careful Buying Essential to Success.

Blaney, Oct. 10.—It is claimed that the small-town merchant is an easy mark for the traveling salesman.

Is it because he does not know how to "buy" when he sees a drummer?

Is it because he is not a good judge of merchandise values?

Does he keep posted on current prices?

Is it true that the smaller town field is a dumping ground where jobbers get rid of their left-overs, and styles that they can not sell in the cities?

These questions are asked to set us thinking. Many of us are located in small mill and mining towns. We are the ones to say whether we must answer "Yes" or "No" to them.

A careful canvass of small towns shows, however, that a large percentage of merchants are weak on the buying end of retailing. We should strengthen our buying and lengthen our selling. When we know that our goods are well bought, we may be confident that they will find a ready sale. It is easier to buy than to sell. To buy wisely, is one of the hardest things to learn in retailing.

It is claimed by reliable authority that if the enormous amount of unsalable merchandise in small town stores could be immediately disposed of for what it cost, that the total would exceed \$100,000,000. With this fact in mind, a few practical pointers on buying may be welcome. A good buyer is always greedy for information. We should not be afraid to ask questions about everything we buy.

By persistent questioning we can soon acquire a fund of general knowledge that will often stand us in good stead. We can buy better, when we know more.

We should get acquainted with the sources of supply. Some cities and towns become centers for certain lines of goods. On account of natural facilities, nearness to raw materials, cheap power, or favorable labor conditions, they excel in the production of many different lines of merchandise.

Search such places and buy accordingly. The modern trend in retail buying is to deal with the makers wherever possible. In some lines it is still necessary, often desirable, to order from the jobber. But where we can do so, deal direct with the manufacturer. This policy insures us the lowest price, and saves our cus-

tomers the middleman's profits. We should never pay a middleman's commission if we can avoid it. We should gradually concentrate our buying. It is better to order all of a certain line of goods from one house. If we scatter our orders among several houses, the individual orders are small; but where we give all to the same house it amounts to something, and our account is valued accordingly. Another advantage of narrowing down our buying to a few houses is the effect it has of giving a standing character to our merchandise, which greatly helps in popularizing our wares. Successful retailers are awake to the fact that the day of shoddy, "cheap" merchandising is passing. They confine their buying to merchandise of merit, not necessarily high-priced goods, but such as they can sell to their customers with confidence.



JOHN I. BELLAIRE

A few good trade papers and a study of prices current will give us reliable pointers on supply and demand and indicate the course of the market. Staples, in particular, should never be bought in any quantity without consulting market quotations and no order should be signed until we are sure we are getting the best figure.

Another help to successful buying is to pay cash for our purchases—not so much to avoid any question of credit, but to save discounts and make the extra profit. Establish the practice of paying cash, and the houses we buy from will frequently offer us opportunities to clean up lots and sample lines, favoring us in these matters because they will not have to wait for their money. So long as we buy for cash, we are free to trade where we please, and are under obligations to no one. And knowing this, the firms we deal with are more careful to give us good and better treatment.

In buying it is seldom wise to go heavy on new goods and novelties at the start. Prove that there is a real demand for these things before we place an order of size.

It is better to find ourselves out of goods than to find that we are overstocked. Forecasting public demand is a very uncertain proposition. Many a retailer has come to grief because having done it once, he thought he could do it again.

One of the most important things is to cut out buying on a well defined basis. Estimate how much we will need this fall for each of our departments, and stick to our figures. This method will put a break on our enthusiasm, and do much toward keeping us from overstocks. The greatest saver of merchandizing mistakes is to buy little and often. This sounds like a simple pointer, but I have found it tremendously important. The temptation to buy a little more

than we really need is always present. We should not yield to it. In these days of quick communication, fast freight, parcel post and express shipments, there is little need for placing large orders. We should buy for our present needs; do not gamble on the future. Overbuying has overthrown many a retail store. Ordering little and often is much safer. Practice it until it becomes a fixed habit. It will make our buying much plainer sailing. John I. Bellaire.

Endorses the Selection of Kenyon L. Butterfield.

San Jose, Cal., Oct. 10.—With reference to the Agricultural College Presidency succession, I most heartily endorse the sentiment recently voiced by the Tradesman which so ably describes the situation and favors the selection of Kenyon L. Butterfield for the position. Having spent four years at the College while Mr. Butterfield was a student there and knowing, personally, of his sterling qualities, I am convinced that he is the best man available—if we can get him. A native of the State, a product of the State, he has always been a credit and honor to the commonwealth which gave him birth. Massachusetts' loss would be Michigan's gain. As a scholar, an executive and a man he is in every way competent to fill the shoes of President Snyder and the army of graduates and students will hail with pleasure and satisfaction his selection to this most important position. The times are such and the needs of the college so many and technical that only a man in touch with its needs and purposes should be considered, and it goes without saying that Kenyon L. Butterfield will fill the requirements of the position perfectly. His experience, ability and character fit him for the place and I bespeak the opinion of all who know him as the right man in the right place, if he shall be chosen. The men you mention are all capable and are all sons of the College, but my choice is Mr. Butterfield.

We of the West, and particularly of the State of California, realize how much we owe to the natural sciences and especially to that of agriculture. The agricultural colleges are playing a greater part each year in preparing the student for practical work on the orchard and farm.

H. Arnold White.

An Opinion of Marriage.

A maid who had been employed in the Benner home for several years took unto herself a husband and went to a nearby town to live. One day about a month after the wedding she came to call on her former mistress, who said:

"Well, Phoebe, I hope that you are happy in your new home. How is your husband?"

To this the bride of a month made reply:

"Well, I reckon I'm happy enough, but the chimney in the kitchen don't draw none too good, an' the water in the well is so brackish I ain't never goin' to git used to it. As for my husband, well, ma'am, it's with him as it is with your man an' all the rest of 'em, if the Lord had 'em to make over he could improve some on the job. Ain't eggs turrible high?"

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.

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Dr. Denton's Sleeping Garments



A sleeping garment is beneficial or injurious to a child according to how it is made. The development of the Denton idea of a sleeping garment completely covering little ones, has brought out many inferior imitations, lacking the truly hygienic qualities of the genuine.

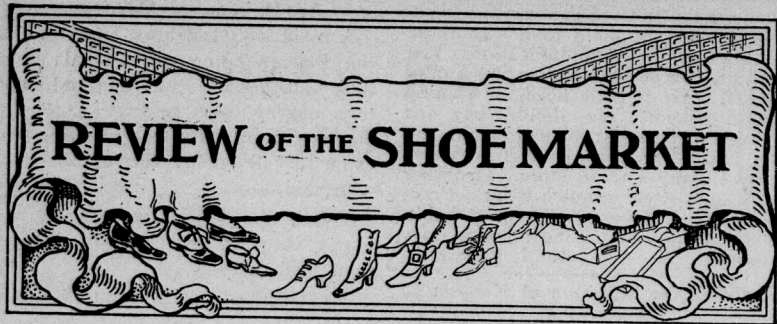
This is the season to carry a good stock of these garments and we can supply you promptly.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.

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



Calf vs. Kid.

The agitation for a more consistent use of glazed kid for cutting into shoes for women, children and men inaugurated at the great trade conference in New York last month has stirred up a considerable sentiment in favor of leather tanned from goat-skins.

Here and there we find calfskin tanners who are inclined to resent the movement as it appears to them to be in some degree a reflection upon the use of calfskins. In view of all the facts we feel that there is little justification for this attitude. At the New York meeting the point was made that the decrease in the supply of raw calfskins resulting from the war made it imperative that some material be found to fill the gap. There was no thought of making invidious distinctions between the two leathers. Long before the chrome tannage came into vogue waxed calf was a favorite for shoes for men. The application of the chrome process enabled tanners to finish the leather on the grain side and then began the boom in calfskins for fine shoes for women.

Calfskin tanners have nothing to fear from the attempts to popularize glazed kid. There is no question of the merit of calf, but the supply is likely to be short for some time to come. All the skins that are taken off at home or can be imported from abroad will be tanned and will find ready sale.

On the other hand the manufacturers of goatskin stock who for several years have been compelled to seek foreign markets for their best grades will be enabled to sell more of their leather for domestic consumption.—Shoe Retailer.

Stop Buying End Sizes.

We are all subject to the temptation to add narrow widths to our stock. We say to ourselves, "Now Miss Jones will be in and she wears a 2 B; I had better be prepared for her; and there will probably be a lot of other people in for narrow widths." Unless a dealer is careful he will find that a big share of his profit is tied up in shoes that no one wants. The people who want narrow sizes are the most troublesome trade. I believe that it is a whole lot better to lose a customer than to load my shelves with stuff I can't sell.

I have quit carrying narrow sizes and instead I have a catalogue of narrow sized shoes conveniently placed on the findings case in the front of the store. When a lady asks for a narrow width I express regret

that I am not able to fit her and then I show her the catalogue and inform her that I can get her a special pair of shoes within four or five days from the factory. In a great many cases the woman is satisfied to wait for the shoes and I find that it is possible to boost the price on them a little above what I would ordinarily get. Rolla L. Chase.

Credit Rating Co-operative Plan.

Ann Arbor, Oct. 12.—I am a great believer in local organizations. In Ann Arbor we have besides the Shoe Retailers' Association, a Merchants' Credit Association, in which practically every resident of the city is rated. The ratings used are as follows:

- A—Prompt pay.
- R—Fair pay.
- V—Slow pay.
- X—Slow pay, hard to collect.
- O—Demand cash.

Every merchant who is a member has a number and when he calls up the office of the Association and gives his number he promptly receives the rating of any doubtful customer. We have on our cards the rating of over 20,000 people. This system has been a great protection to merchants and every shoe dealer in Ann Arbor makes frequent use of it.

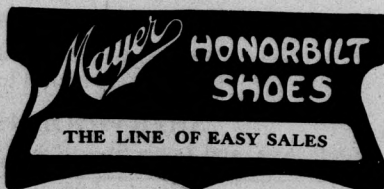
The retail shoe merchant has more to contend with at present than at any other time in the past. He cannot safely buy ahead because styles change too quickly. The only thing that I can recommend is to buy from "hand to mouth" and watch your stocks closely. It is best to do business on as small a stock as possible. Leo Gruner.

Women's Skirts to Be Shorter.

I don't believe that any shoe that tends to make a woman's foot look sloppy and untidy will meet with any great amount of favor. I am informed that ladies' dresses next season will be from 6 to 8 inches above the ground. This will mean that ladies' shoes will be very conspicuous. Under these circumstances no woman will care to wear a shoe that will make her foot look like a pan cake. She will want something neat and dainty. I think that there will be only a limited demand for white pumps next season, but I sincerely believe that cloth tops will be right in it. Any kind of a shoe with a cloth top will be popular.

O. D. Allen.

Not all high flyers are interested in aerial navigation.



SEASONABLE

No. C 8066 MEN'S HI-CUT

No. C 8066 Men's Brown W. P. Chrome, Blu. Tip, 11 in., 2 buckle cuff, 1/4 D. S.	Price	\$3.15
No. 8066 Men's Black W. P. Chrome, Blu. Tip, 11 in., 2 buckle cuff, 1/4 D. S.	Price	3.15
No. 8355 Boys' Brown Zebu, Blu. Tip, 9 in., 1 buckle, 1/4 D. D.	Price	2.35
No. 8355 1/2 Youths' Brown Zebu, Blu. Tip, 9 in., 1 buckle, 1/4 D. S.	Price	2.10
No. 8837 Little Gents' Brown Zebu, Blu. Tip, 9 in., 1 buckle, 1/4 D. S.	Price	1.80

Boys', Youths' and Little Gents' Shoes Also in Black

Remember we are State Agents for "HUB BRAND" RUBBERS

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

The Extreme Value in Rouge Rex Shoes

is not only discernable, but is clearly evident upon even casual observation.



ROUGE REX SHOES are for this reason quick and profitable sellers. From the raw hide to the finished shoe, every possible effort is made to produce quality—quality that appeals and satisfies. Your profits are increased by the sale of merchandise of this class, for Rouge Rex Shoes are repeaters. Send for catalogue.

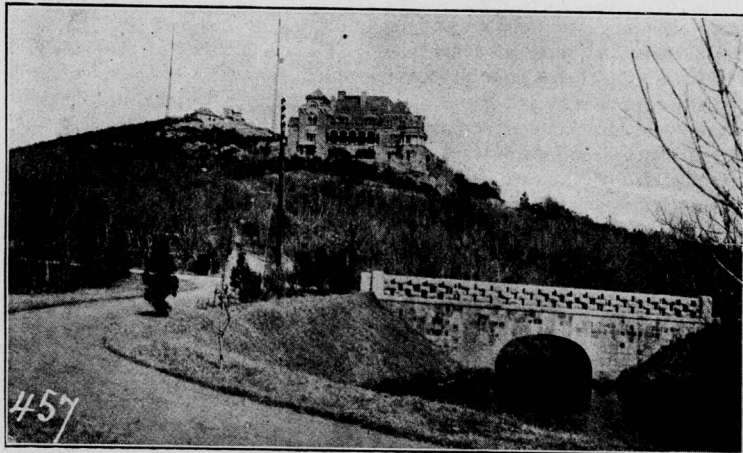
HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

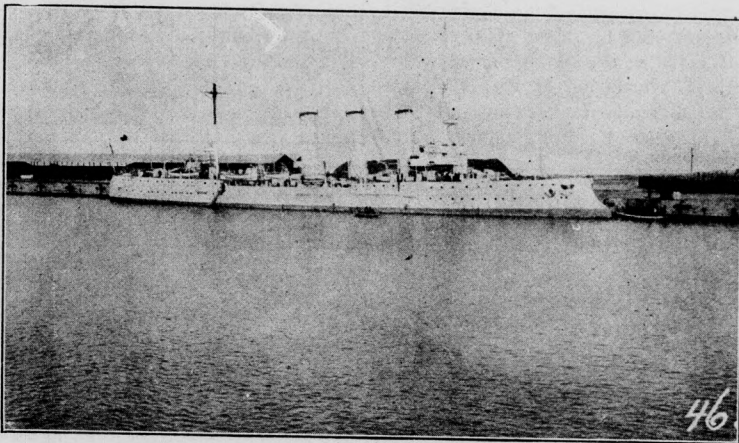
Photographs Taken at Tsing-Tau, China.

Ludwig Winternitz, the globe trotter—for many years an honored resident of Grand Rapids—took a trip around the world and back again during the half year from October, 1912,

to May, 1913. He was stopped at the German port of Tsing-Tau both going and coming and took some interesting photographs there, three of which the Tradesman takes pleasure in presenting to its readers, through the courtesy of Mr. Winternitz.



Governor's Mansion.



German Cruiser.



Selling Bread.

Running a Shoe Business Successfully.

The most essential thing in running a shoe business successfully is to get a fair profit. A good many dealers are afraid to place the price on their shoes high enough to bring a good profit. Unless you get a fair return for your goods how can you dispose of your odds and ends at reduced prices and still break even?

Novelties and narrow widths are the worst things a shoe dealer has to contend with. Most of us buy narrow widths—and most of us get

stuck. My idea on novelties is that the novelty shoe which is shown to you six months ahead should be touched very lightly. Very often a merchant buys a novelty shoe on narrow widths, thinking that the bon ton trade will snap them up. He forgets that the bon ton trade has large feet as well as common people and he finds himself loaded up with a lot of stuff he can't sell. My advice is to keep away from narrow widths and keep away from novelty shoes—they are the profit destroyers.

Joseph Bressett.

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, ½ 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.

This line of "TREDRITE" Shoes is made from a smooth veal stock



A clean good shoe for
\$1 87 ½

5% discount in 30 days
for prompt payment.

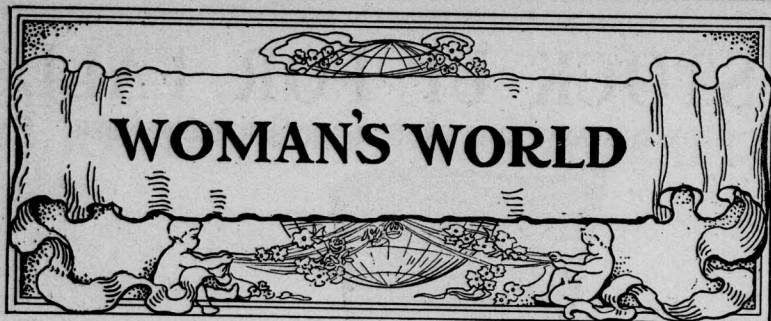
Button is No. T 1512
Blucher is No. T 1412
English Welt.

A very necessary shoe
in every shoe store, to
which we have given
special attention.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



The Real Obstacle to Entering Domestic Service.

Written for the Tradesman.

The conversation at Mrs. Knight's afternoon tea had drifted to the working girl question. One of the ladies, who is an enthusiastic charity worker, told of some cases that had come to her knowledge, of girls without homes who are trying to support themselves and live virtuous lives on wages that barely keep soul and body together. One is a stenographer who has been putting in full time for almost a year at \$6 per week. With this she must pay for food, room rent, clothes and incidentals. The other cases brought to notice are those of two shop girls, one receiving \$5 and the other \$5.50 per week.

When the other ladies had voiced their astonishment that these girls were able to live on such pay, and expressed the opinion that something ought to be done for them, Mrs. McManigal, who is a large and portly woman with very positive views, said her say:

"Somehow I can't feel much pity for girls who are working in stores and offices at starvation wages, when every last one of them, if she didn't set herself up above doing housework, could get a nice place in a good family, with light work, the best of food and plenty of it, a pleasant, comfortable room, and \$6 a week clear money. I am ready to pay that any day for a really good girl. Sometimes I have paid it to those whom it was more trouble to follow around and pick up after, than to do the work myself. When I let my last girl go I was all worn out. She was the limit of everything I ever tried for being slack and downright lazy.

"Really it seems to me that \$6 a week is ample pay. Counting board and room and laundry it amounts to all of \$50 a month. I can't get up much sympathy for girls who work down town for such low wages, when I have to slave in my kitchen nearly from morning until night, just because I can't get even a passably good girl to help me. Any money I have for charity I shall give to people who need it worse than shop girls and stenographers."

While Mrs. McManigal's views are somewhat biased by her personal experience, what may be termed her main contention is undeniable. That is, other occupations offering only bare subsistence are overcrowded, while the field of household labor, with far better compensation at least to all but very skilled workers, is left to illiterate foreigners and natives who are not smart enough to do anything else.

Even the briefest study of the working girl problem makes clear the fact that the best way to relieve the congestion of the underpaid callings, and secure better wages for those remaining in those callings, would be to divert a share of the occupants into domestic service. But you might as well talk to the wind as try to persuade a shop girl or a factory worker to enter a kitchen.

Unquestionably there are certain things about household labor as a means of livelihood, to which workers object. Some of these seem to inhere in the nature of the work, others are the result of long custom.

Domestic service means long hours and few holidays. In the average place the maid must be up by 6 or earlier in the morning, and seldom can she call her work done before 8 at night. Counting out an hour and a half for her three meals, this means not an eight nor nine—nor even a ten hour working day, but one of from twelve to thirteen hours instead. She must be on duty part of each Sunday and has only her one afternoon in the week out. In some places she may frequently have the time from 1:30 or 2 to 4 or a little later, when she is not expected to do much but tend the doorbell; but as she must remain in the house, this leisure is not always greatly appreciated.

The work is hard. Household labor, even with the laundry cut out, is no snap. The easy places are few and most of them expect to pay mainly by giving "a good home." Where good wages are offered, there is usually a large family and much heavy work, or else a fastidious mistress and a standard of housekeeping so high that the maid's position is a toilsome one. The girl who is capable enough to hold a place commonly earns her money.

The girl's room is not always the light, airy, comfortable apartment that Mrs. McManigal and her kind would lead us to suppose. Sometimes it is small, dark and stuffy; sometimes two or more maids have to share it together.

Skill at housework requires a practical knowledge of domestic science and considerable experience; still the housemaid has little chance of promotion. Her calling is one without outlook or future. The ambitious stenographer, while she may begin at \$6 a week or possibly less, looks forward to the time when she will earn \$10, \$12, \$15 or \$18 or even more; and her stenography may be a stepping stone to something higher. Many of the other occupation give a

girl some chance to rise and to receive better and better pay as she rises.

Not so with domestic service. The most skillful and efficient maid can never hope to obtain the high compensation for expert work that is cheerfully paid in other lines. Often she receives only the going wages, exactly the same as would be paid to the clumsiest and most slovenly excuse of a hired girl that possibly could be tolerated.

Many women who keep or try to keep servants are not pleasant superintendents, or, as we say, good bosses. Some lack system and forethought in planning the work. Others are unfeeling. Still others are exacting and unreasonable. Some nag and scold; while some are not satisfied simply with adequate results, they must be minutely dictatorial as to every least method employed, in a way almost intolerable to a girl of ability and spirit.

These are all objections, real and serious enough, but still minor in their nature. They are not insuperable. Every one can be raised with almost equal force against some occupation that is overcrowded or that at least has no difficulty in securing all the workers desired. For instance, the

telephone companies offer low pay, give little opportunity for advancement, often require long hours and night work. Still they fill their places with fairly intelligent helpers. Indeed the objections to housework thus far cited are only such as the girls themselves quickly would override did they care to enter this depised vocation.

The curtailment of personal liberty which domestic service involves is a more weighty objection. Outside of working hours the shop or factory or office girl is her own mistress, while the housemaid is almost constantly under the unwelcome surveillance of her employer. But even this difficulty might be gotten along with. If



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.

National Selling Service

National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer that carries National Biscuit Company goods.

Back of National Biscuit Company advertising is National Biscuit Company quality. A full line of National Biscuit Company products in the famous In-er-seal Trade Mark packages means business expansion and steady sales.

National Biscuit Company products are continuously growing in popular favor with the women of the country who have proved National Biscuit quality and service for themselves.

NATIONAL BISCUIT COMPANY

the girls were downright anxious to be housemaids, they would brook a little interference in personal matters. On the other hand, in these progressive days it is not unsupposable that a type of employer may be evolved, who will look at her relations with her maid as a business matter, a contract for labor and services, and be willing—to use vulgar parlance—to keep her nose out of her girl's private affairs.

The real gigantic obstacle to entering domestic service is the social stigma that attaches to it. A girl feels that she would be lowering herself, and knows she would be looked down upon as she will not be if she is a stenographer or even a factory worker. In other occupations a bright girl may hope to marry a professional or business man or at least a well-paid mechanic, some man of a class who would not be likely to stoop to wedding a servant girl.

When some adequate provision is made for the social life of domestic helpers; when such women as Mrs. McManigal will be no more surprised nor chagrined if their sons fall in love with and marry housemaids than if the same young men take for wives teachers, trained nurses, or office workers; and when housemaids who do not marry are held in just as high esteem as their unmarried sisters in other callings—then and not until then will it be worth while to hold up the advantages of housework over other occupations.

The whole servant problem narrows to this matter of popular opprobrium. Ye large-hearted philanthropists who are concerned for the well-being of the working girl, remove the stigma from domestic service and you will open up a fairly remunerative and limitless field of labor. Remember that the stigma must be destroyed root and branch, that no such specious little figments as being allowed to eat at the table and being treated as one of the family will avail anything. The maid must feel herself and be held in popular estimation to be exactly as good as the teacher or the stenographer or the saleswoman.

And you, ye well-to-do matrons with heavy burden of household cares, who are clamoring for efficient helpers and complaining bitterly because you find them not, with all your womanly wit and capability, you take hold and solve this problem. Then you each can have your heart's desire, a treasure of a girl to relieve you of a great part of your many onerous duties. Otherwise you will have to worry along as you now are doing, put up with slack and incompetent help, or else cook your meals and wash your dishes and sweep your floors yourselves.

Quillo.

Enough.

"Mrs. Alden has five children; if there were seven more, how many children would Mrs. Alden have?"

Several hands were raised.

"Anna may tell us," said the teacher. "How many children would she have, Anna?"

"Enough."

GERMANY'S GREATNESS.

Peace Has Victories Which War Has Not.

Germany at peace was a conquering nation. The record of her growth is a story of conquests over the soil, the bowels of the earth, the air, the sea, the forests and the mysteries of science and finance. It is a record of which any nation might justly be proud, and of which a European nation should be exceedingly proud. Had such rapid growth occurred in the Americas, or Africa, or Australia, where man has but to tap the great reservoirs of natural wealth, it would not have been surprising; but the romance of the story is that a European country, long oppressed by wars and thickly populated for centuries, suddenly began to grow almost as fast as might be expected of a virgin land.

Her peaceful conquests have been so great as to render them quite out of comparison with those of France; and they are therefore here compared with those of the United Kingdom and the United States. These are the percentages of increase shown by the latest decade for which the statistics are available:

Item	Germany	United Kingdom	United States
Population	14.2%	10.4%	20.4
Estimated wealth	34.4	21.8	21.4
Bank deposits	339.7	51.0	86.9
Pig iron output	73.4	11.7	97.9
Coal production	39.9	12.9	98.4
Railroad earnings	69.9	19.0	63.7
Merchant marine	49.5	24.2	45.4
Merchandise imports	89.8	40.9	75.2
Merchandise exports	91.4	71.9	76.5
Averages	61.0	29.3	65.1

Banking has made astonishing progress in Germany, the aggregate deposits of joint stock banks having increased nearly 340 per cent. during the last ten years covered by the compilation of the monetary commission—which compilation has apparently not been brought down to date. Since 1908 the growth has been less rapid, but the returns of the large German banks still show that deposits have increased more rapidly there than in either England or America.

The mineral output of the German empire has grown almost as fast as that of the United States, even though much of our mining territory was comparatively unexplored ten or twenty years ago. From 1897 to 1907 our total mineral production increased from \$646,992,582 to \$2,071,613,741, while that of Germany simultaneously grew from 859,300,000 marks to 1,844,900,000 marks. In coal and iron, which are the two great essentials to a vigorous manufacturing industry, Germany is going forward by leaps and bounds. Her coal has been increasing three times faster than that of the United Kingdom and her iron output six times faster. Her merchant marine was growing faster than ours, and twice as fast as that of Great Britain; and her foreign trade growing a great deal faster than that of either of her great competitors.

In most respects Germany has been expanding about twice as fast as Great Britain, and almost as fast as the United States. Indeed, allowing for

the emigration from Germany and the immigration into this country, the German rate of growth is probably greater than our own.

It is in peace that Germany is really great.—Boston News Bureau.

Too Late For Publication Last Week.

Owosso, Oct. 6.—We have struggled along endeavoring to keep pace with the procession of events until the sun has again crossed the line and we find ourselves on this side of the good old summer time and also this side of the county fair, which in several ways was a success inasmuch as it is our first attempt in something over fifteen years in old Shiawassee. The attendance was about 10,000 per day, not counting those who climbed in over the back fence. We look for even better results next season and a taller fence in the rear.

We notice that J. D. Royce, of Corunna, makes mention that he has misgivings regarding our veracity. We are not in a position to get back at him just now, as we are in his debt for two meals and are at present using his wheelbarrow.

Fred Hanifan has a blue ribbon nailed on his hen coop. Fred says it is a new fad in decoration. He saw several fixed up that way on the fair grounds.

Gus Stephan and George Clark, the candy man, are working the Northern part of the State this week, Clark furnishing the auto and Gus paying the expense. Clark looks like a bright fellow, too.

Game has become so plentiful in the village of Elsie that last week a partridge flew against the large plate glass window of J. A. Brandau's store and broke its neck and also the window. As this happened one day before the game season opened, it cost Mr. Brandau \$53 to settle; and what made things more aggravating, while Brandau was getting his window repaired, some innocent bystander stole the partridge.

W. D. Royce, of Ann Arbor, salesman for Superior Manufacturing Co., an old time resident of our city, spent a week in town with his wife, visiting acquaintances. Bill is noted for absent mindedness and to-day as he met a few of the U. C. T.s that Mrs. R. had not met, Bill neglected the usual introduction. Mrs. R. called him down for the seeming neglect and Bill framed up a getaway by telling her that he didn't forget it, but to be honest about it he couldn't think of her name.

These are not observations of Old Cap Whipple, but we have noticed there is more acreage of wheat in our part of Michigan this year than there has been in several seasons. The writer on a day's drive through Shiawassee and Gratiot counties counted 167 fields of newly sown wheat varying from $4\frac{1}{4}$ to $11\frac{1}{2}$ acres each.

Rolla De Hart, of Vickeryville, will occupy the vacant brick store in Butternut with a stock of general merchandise in the near future.

Honest Groceryman.

Many Lines In One Bill

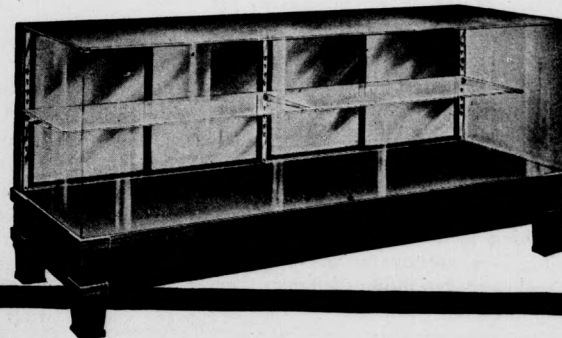
Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



"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



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.

Price Alone No Longer Sole Criterion.

Written for the Tradesman.

The day has gone by when price alone was the criterion by which the public judged their purchases. In recent years a host of consumers have been educated to the importance of quality; and the number of people is growing who, in making their purchases, pointedly ask: "Is this the best you have?" or suggest, "I'd like to see something better, if you don't mind."

True, the people who buy for price alone will always be with us; but the importance of quality is now recognized as it never was before. And, no matter what trade conditions may be, it will always be worth while for the merchant to urge the sale of quality goods, and to do his utmost to educate the buying public along this line.

Experience has pretty clearly proven that price cutting isn't the safest or best foundation upon which to attempt to build a permanent business. If the price cutting is genuine, it means the cutting of profits, loss, and ultimate failure. If the price cutting isn't the real thing, the individual buyer sooner or later gets wise to the fake, and goes elsewhere. Now, the great aim of every merchant is to hold the business of the individual. Price cutting, of a sort that induces a man to buy once or twice, but ultimately drives him elsewhere, is valueless as a business builder.

On the other hand, the man who makes it a point to push the sale of satisfaction-giving goods, and who makes quality his strong hold, is laying a firm foundation for future business. On the one hand, he makes sure his profit (a fair and reasonable margin) on everything he sells. On the other, he builds a reputation for giving genuine value and selling goods for just what they are worth.

This does not mean that the merchant should stock only the highest priced goods and refuse to handle anything cheap. There are some merchants who have succeeded admirably by just this policy; but—the average town, particularly the small town, contains all sorts of people who buy for price as well as people who buy for value. And in the educational campaign which every shrewd merchant is carrying on, he is immensely

helped by being able to contrast cheap goods and quality goods.

"I give a man just what he wants, but I try to induce him to want the very best," is the way one hardwareman puts it.

"Just take jack-knives, for example. When I was a youngster, I always bought a 25 cent jack-knife. I rather think in those days a 25 cent line comprised most of the stock. Nowadays, it cuts precious little ice, at least in my business. People seem to be looking for good knives; after that, they consider the price. Even the boys when they come in to buy, talk quality, and discuss the 'points' of a knife, and want to know whether the steel is good.

"Of course, there are buyers who insist on a cheap knife. That's just the point. I have the cheap knife in stock, and if a man wants it, he can get it. But, before he gets it, I talk to him about good knives, show him the real thing, strongly recommend the higher priced article. I don't insist—that would be foolish. If he wants the cheap knife, it's his for the money. But all the time I'm helping to educate people to the fact that the true test of an article isn't price, or, for that matter, quality; it's the relation between price and quality which fixes the value. In other words, the man who pays 65 cents for a knife worth exactly 65 cents is getting a better bargain than the man who pays 25 cents for a knife that has a relative value of only 15 cents.

"I don't confine this policy to knives, of course. Knives are just an illustration. I talk quality—value, rather—all along the line. And it pays."

Here is an instance of the after effect of this education:

Early in the fall a customer came into a hardware store and asked for a rake. "I don't want anything less than 75 cents." That pointed statement at the very outset, together with the fact that the goods were rather out of season, recalled to the hardware dealer that the same man had, a few months before, bought a rake. Then his cry was, "I want something pretty cheap. No—75 cents is too much. Haven't you something cheaper?"

The hardware dealer recollected that the customer, then, had bought a 35 cent rake which he—the dealer—let go with only a qualified recommendation, after strongly urging the purchase of a better article. Tactful enquiry showed that, used in grading, the light rake had practically gone to pieces after only a little work. The

object was convincing, to that particular customer, especially after the hardware dealer's earnest advice to buy the better article. And the dealer had, in recommending the higher priced goods, put himself on a safe footing; the customer realized that, if anyone was "in wrong," it wasn't the man who sold the rake, but the man who bought dear although he paid cheap.

Hence, he came back; and his first demand was for high priced goods.

The hardware dealer must handle cheap lines, for there are, and always will be, people who insist on buying low priced goods. A stock of cheap lines is helpful in competing with catalogue houses. The merchant is able to say: "I can sell you the same thing as the mail order house at the same—or perhaps a lower—price"—and he can emphasize the better value of his regular stock by putting it side by side with the low priced goods.

But, while the merchant should stand ready to sell low priced stuff to people who buy for price, he should never put his recommendation behind goods which haven't the value in them. The low priced goods may be worth the money; but the shrewd merchant will never, for the sake of a sale, represent that they are "just as good as" the line that he, or someone else, is offering at a higher price. Rather, he should seize the opportunity to point out that higher priced goods will give better value and better satisfaction in the long run. Taking that ground, he is safe against

future come-backs; he can meet his customer's demands and at the same time protect himself.

The reputation of a store depends very largely in the confidence which the public have in the merchant's recommendations. It is better to have people say, "If Smith tells you a thing's all right, it is all right" than to have the word passed around, "Smith's just saying that to make a sale." Smith—and you, for all practical purposes are Smith—can't afford to recommend an article that won't live up in every least detail to his promises.

William Edward Park.

Many a bad scrape has been started in a 5 cent tonsorial parlor.



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.

Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale

Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

THE MEAT MARKET

Handicap of Dull Knives and Dull Wits.

All butchers are mighty well aware that it is a foolish thing to cut meat with a dull knife. If they are not they soon find out when they accidentally use the back of the blade. It doesn't take them more than a minute to discover their mistake and to get busy using the business edge.

If it is foolish to work with a dull knife, how much more foolish is it to try and work with dull wits?

Dull wits will get you just as far as a dull knife will, and that is nowhere.

If the butcher would sharpen his wits as quickly as he sharpens his knife the present day abuses and handicaps which are so prevalent in the trade would have disappeared long ago.

I was talking to a butcher the other day who assured me that although he has a fair sized volume of steady trade in his market, he had run behind the entire summer because meat had been too high for him to be able to make a cent of profit.

The fact that the trouble lay not with his first costs, but with the way he was cutting his meat and prices he was getting for it never entered his mind at all when he was trying to discover why he had worked a whole season with nothing to show for it.

Here is the proposition which he was up against. His trade is largely in prime beef, so he finds it necessary to buy quite a large quantity of extra short loins, for which he usually pays about 22 cents a pound. He knows that that is a comparatively low price for short loins, but the hip market has been in such a good condition that he has had no trouble in purchasing all of that grade of meat he required at that price. He also realizes that the short loin cuts of his beef stand him more than 22 cents.

Having firmly fixed the idea that the wholesale cost of short loins has been 22 cents, however, he has worked the entire summer through on the theory that if he sells his meat on a basis of 30 cents per pound, which gives him a gross margin of 8 cents, it would be ample to give him enough to cover his overhead expense and assure him of a profit besides.

To tell the truth, such a theory might not have worked out so badly had he sold his meat as it fell, without trimming it before it went upon the scales, because the short loins were usually trimmed fairly well when he got them. But even then the net profit would hardly be anything to

boast about, as the following analysis of his scales on one short loin will show: Thirty-five pounds of short loin at 22 cents per pound would cost him \$7.70. If sold without further trimming at 30 cents per pound his gross receipts would be \$10.50. Deducting a selling expense of 20 per cent., which he declares is about his average, we would have net receipts of \$8.40, leaving a net profit of 70 cents, or less than 10 per cent.

What actually occurs in this shop, however, is altogether different. He is one of those butchers who do not seem able to resist the temptation of trimming everything they sell to the bone, even when the customer does not seem to care whether they do or not. He is one of those who allow his pride in his expert workmanship to entirely submerge his money-getting instinct. So let us see how he comes out.

According to his own admission he loses from five to eight pounds in trimming each short loin that he sells. Estimating the average trimming at the lowest point of five pound (he assures me it is never less than that) would yield thirty pounds of steak at 30 cents per pound, \$9. Deducting the 20 per cent. selling expense leaves a net return of \$7.20. The original first cost being \$7.70 this shows a net loss of 50 cents.

As a result if he had charged 35 cents a pound for steak trimmed he would not have been a bit better off than if he had sold it untrimmed at 30 cents per pound, but trimming it at 30 cents per pound and selling the rest of his meat in the same stupid way accounts very well for his cry that there is no money in the business for him nowadays.

Even if the wholesale market were to take a drop, which is not very likely at the present time, he would not benefit by it a particle, unless he changed his business methods, because a butcher who runs his market this way is always among the first to cut his retail prices whenever a temporary break comes in the wholesale market.

Volume of trade is important, of course, but unless that volume is accompanied by a profit you would be much better off if you didn't have it.

Every day in the columns headed "Business Embarrassments" you will find accounts of concerns which do immense volumes of business going into bankruptcy and not being able to meet their obligations. And the reason for this is simple. In their rush to pile up a big volume of trade they

sold so cheaply that there was no profit to speak of when they shipped their orders. To my mind it's a much better proposition to make two sales at a profit than it is to make three or four without any gain at all.

It looks to me that it is just as easy to sell an untrimmed porterhouse steak at 30 cents a pound as it is to trim it and charge 35 cents for it.

A bullock running 15 to 16 cents a pound runs into so much money that it is impossible to get enough out of it to pay expense if trimming is done. And that is especially true in the case of good beef which always has lots of waste upon it. An 800 pound steer at 15 cents is \$120. If you add your overhead expense that steer stands you \$160 easily. You cannot get

enough out of it to trim before it goes on the scales and still stay in business.

When will the butcher sharpen his wits to meet the present condition?—Butchers' Advocate.

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.



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

Keep Your Stock of "White House" Coffee

Very Prominently Displayed
During

"COFFEE WEEK"

October 19-24

PEOPLE WILL BE LOOKING FOR IT

Be sure you have enough on hand. If you are "shy," or find yourself running low, wire your orders for a fresh supply.

Judson Grocer Co., Grand Rapids
Wholesale Distributors



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. Thompkins, Jackson.
 Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 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.

The Salesman's Relation to the Buyer

Every salesman who has overcome the obstacles that beset his path, and made good, realizes the weight of responsibility that is attached to the daily routine of his work. Heavy as the load appears to be at times, it is as nothing when compared to the thorny road every buyer is obliged to travel in his efforts at selecting only the best sellers the marts of the world afford.

How to pick the winners is as much of a problem to most buyers as the operation of a shell game is to the average public. If the buyer's foresight were as good as his hindsight, all buyers would soon be trying to dodge the proposed tax on swollen fortunes.

It is a great deal easier to criticize than to help. The buyers of your house can get along without your criticism, but they must have your help. Two or three disgruntled salesmen in the line-up can turn enough others against a line of merchandise to swamp the best buyer on earth in less time than it takes to write it. The salesmen of a house can make or break a buyer at will. Nearly all salesmen live in glass houses when it comes to puncturing the mistakes of the buyer with barbed arrows of criticism. It is discouraging for the salesman to be obliged to have to make good the buyer's mistakes on the road; but the true salesman, the really big men in the profession, are those who have long since learned that to be free is to have power to overcome all obstacles.

There should be no cause for discouragement because of an occasional error in judgment on the part of the buyers. There are enough good sellers left in the line to insure a

substantial increase in your sales, if you will devote some of the time to finding them that is spent in trying to persuade other salesmen that the buyers who do not come up to your standard of fitness should be operating peanut stands.

It's a great thing for the salesman to be optimistic about the goods he has to sell; to take a cheerful view of the buyer's ability. The salesman with a cheerful view will grow and succeed with the poorest sort of backing—that is where personality comes in; a gloomy, discouraged man can never hope to be anything but a trailer. An opportunity to buy United States Government bonds bearing interest at 10 per cent, or Bank of England stock at fifty cents on the dollar, would have no rose-colored hue for him.

Gloom depresses the heart and weakens the salesman's selling talk.

We learn to do by doing—not by complaining. Make the best of things, and see how clear a path is the road that leads to success.

Lucky is the salesman who can put his little individuality on the side of that big giant Progress and do his share to pull in the right direction, and help to take away from others the stupidity that clings so desperately to those who believe in the superiority of their own knowledge of how things should be done, as measured against that of those whom they are serving.

To save myself from being misunderstood, I feel called upon every little while to explain that "Men Who Sell Things" is written for negative salesmen, not positive ones.

Speaking of positive salesmen, Billy Morris came in to sell my partner hats one day. After a voluble talk—it was a warm day—Billy took off his coat and began all over again. My partner knew that Billy was up against it with a poor line, but he was a great admirer of men who possess contagious enthusiasm, and he gave him the privilege of showing a few samples.

Billy knew that it was not a very good line that he had, but he singled out one hat and waxed warm with enthusiasm, saying, "I positively want to tell you, Mr. M—, this is, without exception, the best hat in the world."

"Do you mean that, Billy,—the best hat in the world?" asked my partner.

Quicker than a flash he came back with, "Yes, the best hat in the world."

Billy dwelt on the beauties of that hat so much, repeating that it was "the best hat in the world," barring

none; that my partner bought a bill of him.

For years after that, through his having made such a strong assertion, we remembered him always as "the man with the best hat in the world," and he got an order pretty nearly every time he came around through his having made a hit with his superlative.

Billy used to be familiarly known to those in the trade who had salesrooms in the vicinity in which he was located in New York, in congested Lower Broadway.

He would approach a customer entering his salesroom, and walk him up to his display, and dilate on the beauties of his hats with great force and positiveness. If he succeeded in making a sale, he would come out rubbing his hands, his face clothed in smiles, and say, "Well, there's a good merchant." If things went the other way after he had soared to the highest enthusiasm, and he failed to land his man for a bill, he would come out and tell the boys with a very solemn face, "That buyer can't last. He don't know good values when he sees them."

Billy is still traveling and prosperous. He owns a partnership in the business he helped to build up by his unbounded faith in his line, and has money from his income to speculate in New York real estate.

A poor workman always finds fault with his tools, and a poor salesman always finds fault with his goods. He may have the most salable line to be found anywhere, but that is generally a small part of what he has to sell. His strong line is excuses, traveling to get ahead of some competitor, or cutting the price. Billy Morris sold goods because he believed in what he had to sell. If secretly he had admitted that his goods were poor, he could not publicly have impressed his customers with their merchantable value.

The man who knows, or thinks he knows, that his line is not up to that of his competitor, begins by doing all manner of things not calculated to add to his efficiency, things in keeping with his lack of confidence. He is a negative salesman, imbued with the idea that he must in some manner overcome the fancied weaknesses of the buyers.

For a time his sole object in life seems to be to try to be ahead of his competitors. Meeting you in the lobby of some hotel, he will ask, "Have you seen Jones yet?" Upon receiving a negative answer, he continues with, "I cleaned up with him all right. I was in X— ahead of him, and I have been two days ahead of him all the way around."

He seems delighted and satisfied to be two days ahead of the other man, when it could be shown in numerous instances that his bugaboo, Jones, while following behind him, was selling anywhere from two to four times as much goods with a poorer line of merchandise, simply because he was out to sell merchandise, while our weak-kneed friend was out to make towns ahead of his competitors, in the blind hope of covering the sup-

posed errors in judgment of the buyers of his line.

Never quite sure of his goods, we find him again in the role of a "starter"—the salesman that is always selling some article below cost for a bill-starter. About three-quarters of his business is done on bill-starters, without profit. He always has the brightest prospects on paper, but they never materialize. Cornered by the sales manager for cutting the price, he will begin by excusing his action on the ground that the goods were not right, or that the house around the corner had the same thing at a closer price.

Another idea that he possesses is that one new account looks better to him than twice the amount sold to his regular customers.

He is always chasing new scenery, and giving Jones plenty of room to take his old trade away because of his instability.

He seems willing enough to open his goods if a customer will look at them; which reminds me of a friend who said that when he was a boy he used to call frequently in company with neighboring boys on a lady who lived close by. She would tantalize the boys by telling them what lovely cake she had in the pantry, and she would get each one of them a piece if they cared for any. Being well-bred boys, they always refused, until one day they broke her heart by saying in chorus that they would have a piece.

The man who never thinks his goods are right is easily led into arguments with his trade. I once had such a salesman. His prices and styles were never right, and apparently he would rather get into an argument than sell goods.

One day he got into an argument with a customer who was an ardent Romanist, and in place of selling the man merchandise, began to argue that there was no such place as Purgatory. In the midst of the argument, a young Irish priest came in, and the merchant said, "Father Reilly, what do you think of this man, who argues there is no such place as Purgatory?"

Father Reilly answered, "Let him go to Hell, then." The salesman who is continually endeavoring to defend his right of position and parading the errors of the other fellow by arguing is beyond redemption.

Bring yourself to the point where you believe there are no buyers in the business like the buyers in your house, and you will soon forget that your competitors live in the same block.

While no move of the competitor

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

should be overlooked, it is well not to lose much time keeping an eye on him. He will perceive your eagerness, and will certainly mislead you.

That is natural, but don't lose sight of him; at the same time do not follow or watch all his moves for fear of losing a customer or a sale now and then. If you allow your competition to get on your nerves, the shrewdest of buyers and the most seductive of prices will fail to look attractive to you.

Let the buyers take care of themselves. Your business is not buying, but selling.

Establish an individuality and a good reputation, and live up to them and not upon them, and success is likely to abide with you.

If you are going to get rattled or flustered at some sensational move of a competitor, he will play upon your weak spot, and you will be apt to find yourself spending your energy at random.

Drive the nail home, and get a reputation for doing so, and every one will come to know by the appearance of the work that you did it, because your individuality is stamped upon it. Between taps, of course, you might glance from the corner of your eye at your competitor's strokes; but make up your mind first, last, and all the time that you are not selling your competitor's goods, that the goods of your house are good goods and that you can sell them.

And you will sell them. Time and thought taken in complaining of competition is useless expenditure of energy. It lessens your capacity for the accomplishment of things for which you were employed.

The worst competition is that of the inefficient man of poor ability.

If you are a good salesman, you will understand your advantages over such men, and profit by them through a proper relationship to the buyers of the house that puts its signature at the bottom of your monthly salary check.

W. D. Moody.

Copyrighted 1907.

George Selby Acquitted in Circuit Court.

Lansing, Oct. 12.—George Selby, commercial traveler, was acquitted last Friday in Circuit Court of theft of \$1,000 from Mrs. Helen Wentworth. The acquittal was not unexpected. The State failed to definitely connect Selby with the disappearance of the money which with \$2,500 more was taken from a telephone booth at Hotel Wentworth several weeks ago. Selby admitted picking up the \$2,500. The money was returned to Mrs. Wentworth following Selby's arrest. The jury's deliberation continued a little more than an hour.

Pearline Sells Out to Proctor & Gamble.

The good will and trade marks of James Pyle & Sons' Pearline, O. K. Naphtha Washing Powder and Soapade have been purchased by the Proctor & Gamble Co., of Cincinnati. The purchase price is not made public.

S. W. Perkins has engaged in the manufacture of mince meat at 308 West Bridge street.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 13.—The village of Bronson was startled last Friday morning by the sudden death of Mrs. Frank Werner. Mr. Werner is a prominent hardware merchant in Bronson and Mrs. Werner was a highly esteemed young woman, having taught several years in the Bronson schools and was a social favorite wherever she was known. The entire community mourn her loss and unite in extending sympathy to Mr. Werner and other relatives.

D. J. Sell, who bears the distinction of being the oldest business man in the city of Sturgis, is fully demonstrating the fact that he is no quitter. Last July Mr. Sell sustained a heavy loss by fire, but in a short period of time which has elapsed, although he is in his 79th year, he has erected a new cement building and has put in a complete stock of saddlery goods and is once more running under a full head of steam. We doubt whether there are many men much younger than Mr. Sell who would have gone ahead and accomplished more or as much as he in that comparatively short length of time. Here is wishing him many years of business success.

Lee Leland, the popular manager of the Leland department store, at Saugatuck, leaves the latter part of this week for an extended automobile trip through the South, accompanied by his father. The final destination will be the ranch of Mr. Leland, Sr., which is located in Texas. The distance, which is about 1,500 miles, the party expects to cover inside of ten days. Now that the busy resort season is over, the Lelands are looking forward to this vacation trip with a great deal of pleasure.

Will I. Millar (National Candy Co.) is now the happy father of an eight pound baby girl who put in an appearance at the family residence one day last week. It is a matter of speculation as to who is the more jubilant over the event, the father or the genial grand dad, John H. Millar.

Adrian was decked out in her annual gala attire last week and she certainly did look handsome. When it comes to doing things, this little city can certainly show cities of much larger magnitude a thing or two. They had so many people there they had to stack them on the house tops and in the branches of trees. Among other things they offered a first and second prize to the automobile agencies that could get out the largest number of machines in a parade that had been sold this season. It is needless to say the Ford machines won both prizes, the first prize going to the Green agency at Jasper with sixty machines in lines and the second prize to J. A. Dillon, Jr., of Hudson, who had forty-seven in line. Each claimed that about 90 per cent. of the buyers were not in the parade because they were recent purchasers and their inexperience in driving machines made them timid about getting in line.

John Berg, chairman of the Transportation Committee of the U. C. T., met with an unfortunate accident last Saturday. While cranking his Ford, it kicked back and broke his wrist. John is out in spite of his injury hustling for business, although he has to take a boy with him to handle the trunks and write his orders.

There are not many people who would guess that Dave Drummond, the genial salesman for the Brown & Sehler Co., could be a grandpa, but in spite of Dave's youthful appearance he is one and a very proud one and the smile he wears is broader than ever. A baby boy was born to Mr. and Mrs. Charles Chown, 1609 Plainfield avenue, last week. Weight, eight pounds two ounces. His name is David Henry.

Sid De Nerell, of Fulton, was a Grand Rapids visitor last week. He was on his way home from visiting his brother at Holland and while in Grand Rapids he favored the Brown & Sehler Co. with his customary smile. He also left what is, perhaps, no more acceptable but more tangible—a good order for blankets and fur coats for the coming season. The Brown & Sehler Co. and his Grand Rapids friends always extend the glad hand to Sid, as he is one of the kind of fellows they like to see come often.

Charlie Brown, who represents Morley Brothers, of Saginaw, is running on the Republican ticket for Register of Deeds in his county, with good prospects for his winning out.

Mesdames O. W. Stark, J. Harvey Mann, E. J. MacMillan, William Francke, H. W. Harwood, R. M. Richards, W. S. Lawton and Miss Bertha Lawton were a little Bag Dad theater party last Saturday evening, going to see Maggie Pepper at the Majestic.

Jake R. Berg, formerly with the Valley City Candy Co., is now selling insurance for the Detroit Mutual Life.

Sturgis is paving its streets and is now putting a new boulevard lighting system to rival Grand Rapids' downtown district.

A new member has joined the firm of A. Crouse & Son at Grand Junction. The name of the new addition to the firm is George Russell Crouse and he entered the mercantile world October 5, at that time tipping the scales at ten pounds avoirdupois. The young arrival's advent is very satisfactory, judging from the smiles on grandma and grandpa Crouse's faces and the way his daddy marches up to the cigar stand and sets up the smokes. The Tradesman joins their many friends in extending congratulations and best wishes for the little fellow.

E. J. MacMillan, chairman of the Dance Committee, announces the dates of the U. C. T. parties as follows:

First dance—Saturday night, October 24.

Second dance—Saturday night, November 21.

Third dance—Saturday night, December 19.

Fourth dance—Saturday night, January 16.

Fifth dance—Saturday night, February 20.

Sixth dance—Saturday night, March 20.

Season tickets, \$3 per couple, 25c single admission, 75c per couple. Extra ladies, 25c apiece. At the same time they will give a series of card parties consisting of seventy-two games, twelve games each night. Grand prizes will be given to the ladies or gentlemen who win the most games at the close of the season, the successful contestants to play not less than twenty-five games in order to

be entitled to a prize. Season tickets for the parties will be in the hands of the Committee for distribution this week. Tuller's orchestra, always a favorite with the travelers, has been secured to furnish music. The Committee feel confident that the series of parties that will be given this winter under the above dates will be more enjoyable than ever.

C. S. Perkins was elected to membership of the A. M. of B. last Saturday and was unanimously chosen Keeper of the Scroll. While this honor was unsolicited and came as a surprise to the new member, he accepted the emblem of his office gracefully and promised his very best services to the order.

A Patrol has been organized among the members of the A. M. of B. and Captain Burgess will have charge of it.

A movement is on foot to secure better roads in the State of Michigan. Better roads make better markets, better markets make farm lands and all other property more valuable. Every cent judiciously spent to improve the highways pays big dividends.

William E. Sawyer.

Henry C. Bryant, formerly a traveling salesman for the Commander Mill Co., of Minneapolis, Minn., has purchased the bakery business recently conducted by the widow of the late Peter Braun, at 335 Lexington avenue. Mr. Bryant contemplates several changes in the building and plant.

SNAP

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

FRED D. VOS

OTTO A. OHLAND

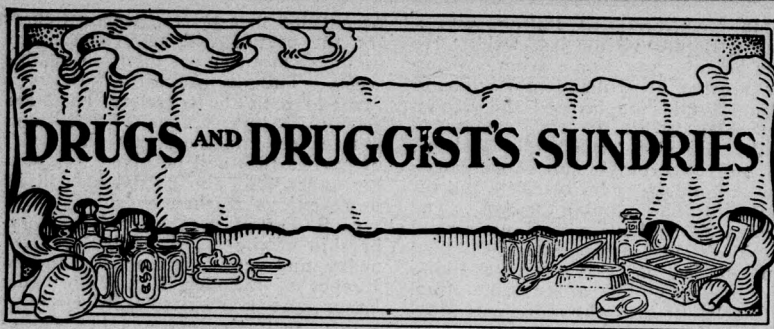
The Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave., Grand Rapids, Mich.

Can save you from 30% to 50% on all kinds of

Store and Office Fixtures
(New or Used)

It will be to your interest to at least investigate



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, Novem-
 ber 17, 18 and 19, 1914.

**Michigan State Pharmaceutical Asso-
 ciation.**

President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.

**Michigan Pharmaceutical Travelers' As-
 sociation.**

President—John J. Dooley, Grand Rap-
 ids.
 Secretary and Treasurer—W. S. Lawton,
 Grand Rapids.

Grand Rapids Drug Club.

President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H.
 Tibbs.
 Executive Committee—Wm. Quigley,
 Chairman; Henry Riechel, Theron Forbes.

Broader View of Drug Advertising.

Many drug dealers have lately decided to branch out with their advertising, using quite a large number of newspapers, magazines, etc., in the towns and villages around them. This move has been prompted by parcel post advantages in the sale of small goods such as medicines, toilet articles, etc. It has also brought them face to face with the larger aspects of the advertising problem. It is to be understood that in this article we have reference to the preparation of advertising copy for magazines and newspapers, with a view of having them leave the advertiser's office in such shape that the typesetter or compositor may make a good job of the advertisement without trouble. Another important result of careful preparation will be the satisfaction of the advertiser, both from the standpoint of a neat appearing advertisement and also from the results to be obtained.

We do not propose to teach you how to write your advertisements forcibly—that comes mainly from experience—but there are many simple things which every advertiser should know and do, if he is to get the best possible results from his efforts.

Care must, first of all, be given to the appearance of your advertisement copy when it is sent out. If it is written, write neatly and clearly. If typewritten, have it written with double spacing, so that there may be ample room for corrections or erasures.

Next, the emphatic points will demand your attention—those points which command the attention of the reader and contribute toward the pulling qualities of your advertisement. Be careful to underline each important word or phrase in such a way as to make it clearly understood that

that particular portion is to stand out clearer than the rest.

In regard to the parts of an advertisement to be emphasized it will depend almost wholly upon the amount and kind of space you intend to use. It must, of course, be either a display, a reader or a classified advertisement, and each would require a different treatment. In the display space it is a good method to have your headline as large as you can spare and as catchy as you can make it. Don't use slang, nor phrases which have no connection with the subject matter of your advertisement. Select headlines that will appeal to the class you want to reach, and follow them up with short, convincing arguments.

With the material together which you wish in your advertisement, your next move will be to write on the margin in red ink instructions to the printer or compositor which will give him some idea as to what your thoughts are like in regard to the finished advertisement. Where you have space, especially if your advertisement is to be placed among closely set advertisements of other dealers, if you use electros, have plenty of good heavy black display; it will help strengthen your advertisement and is generally preferred by small publishers especially.

If you receive proofs of your advertisements from printer or publisher, paste the proof on a fair-sized sheet of white paper, in the center, then write your corrections, if you have any, very plainly on the white paper, drawing a line to the error in the proof. Remember that proofs are sent you for your corrections only, and that it is not fair for you to add words or make material changes so that a resetting of the advertisement will be necessary. Make all proof corrections immediately upon receipt of proof and return all on the very next mail.

The results from different advertising copy used in the same medium should be carefully noted and the best pulling advertisements used the most frequently, or adopted as patterns from which other advertisements may be modeled.

The life of an advertisement will depend much upon the nature of the product being advertised and its usefulness in general. If it is a practical article and needed a good common sense advertisement appealing directly to possible customers will continue to pull results for several successive issues, but a change, if good judgment is used, will usually result to advantage.

To the person who is not entirely familiar with the advertising trade the large number and many different classes of advertising which may be brought to his attention, either directly or indirectly, will at first prove bewildering. There are in America, newspapers and magazines printed to fit nearly every line of trade imaginable. To select from these a list that will pay and pay well is very often a most difficult undertaking.

In all cases it is well to get sample copies of those periodicals which seem most favorable to you, and study their contents. If they are filled with good, bright and interesting material, calculated to interest the class of readers to which they circulate, then we may conclude that they are papers which the subscribers delight in receiving and read carefully each issue.

Such inductive reasoning completed, your next move should be to compare the class of readers to whom you presume these papers circulate with your own idea of the customers you would desire to reach. In this method of careful inspection and comparison you will have already weeded many of the papers with which you started from your list. But those which remain should be satisfactory ones.

You may still continue your inspection by noting how the advertisements are set, whether they are well printed and well displayed. These things have a lot of value and should always be taken into consideration.

Some advertisers, in order to ascertain just which are the popular papers among a certain class, send out return postals to a selected list of advertisers with the following question printed on it for the recipient to answer:

"Which paper do you prefer in your line of work?"

The paper voted for by the largest percentage generally received their largest advertisement copy.

Don't overlook the two big points in your selection of mediums. They are circulation and rate. The circulation should be honest, guaranteed, and the rate should be square and just.

Why Should Not Trade Journals Become Human?

The average trade journal seems to neglect the fact that members of a trade are human beings.

There is too much matter in the average trade journal pertaining to the trade and not enough pertaining to the human beings who comprise the trade.

Anything that shows a member of a trade his human relations to his trade, and best of all, his human relations to himself, is contributing to his efficiency as a tradesman.

Anything that stirs the molecules of the mind to thinking postures is making better tradesmen by the simple process of making better men—that is, more efficient men.

It is not the purpose of this article to talk up lift, but rather education—that is, out-of-school education.

A few years ago the writer went into a school house in a thriving Mich-

igan city. Around the walls in one of the rooms were fifty or more front covers of the Michigan Tradesman, a trade journal published at Grand Rapids. In the center of these covers were printed poems, short essays and extracts from the world's best literature, and they included Rousseau, Emerson, Spencer, Franklin, Thomas Paine, Lincoln, Walt Whitman and a lot of obscurities of whom the writer had never heard.

Among the latter was the Charles Lounsberry will. The first time the writer ever read this modern classic, humanitarian document, was on the cover of this trade journal in that school room.

Many of these poems, essays and extracts had been published somewhere before in the history of the printing art, but there was not one of them that would not bear reading many times, and always be thought-stimulating and make for better character of the men and women who read them.

The writer afterwards came to know this trade journal and its editor, E. A. Stowe. It had been printed every week for thirty-one years. The paper circulates among the wholesale and retail merchants of Michigan. It has departments covering boots and shoes, clothing, dry goods, groceries, drugs, and hardware, but there is always a portion of human interest matter as a leaven.

During the thirty-one years of the journal's history a poem or an essay or an extract has always appeared on the front cover, and no merchant or his clerk will read one of them without becoming a better merchant or clerk, and more harmonious in his relations to human service.

With the exception of Mill Supplies, a trade journal published in Chicago, the writer had never observed this policy in any other trade journal except a few cheap imitations which print mush instead of sense. That it pays from a commercial viewpoint is evident by the fact that the writer knows stockholders in each of these papers and they have told him that they receive dividend checks regularly from these sources.

Business is very human. It has not always been considered so. Still, it has been human. Railroads are becoming human, by their campaigns of "Safety First" and "Courtesy." So is the average banker. You may not always get money when you go into the average bank, but you are sure to get courteous treatment.

We used to suppose business was for the purpose of profit, but most of us are coming to the conclusion that before we can get profits and keep them we must first render human service.

Why should not all trade journals become human? — Through the Meshes.

If you are troubled with diffidence before customers, fix in your mind in advance the suggestion you want to make about new goods and say it before stopping to think.

Uneasy lies the head that wears a frown.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true	.90 @ 29	50 Ipecac	@ 75	
Acetic	6 @ 8	Mustard, artif'l	4 00 @ 4 25	Iron, clo.	@ 60	
Boric	10 @ 15	Neatsfoot	80 @ 85	Kino	@ 80	
Carbonic	46 @ 50	Olive, pure	2 50 @ 3 50	Myrrh	@ 1 05	
Citric	1 00 @ 1 10	Olive, Malaga,		Nux Vomica	@ 70	
Muriatic	1 1/2 @ 5	yellow	@ 2 00	Opium	@ 2 75	
Nitric	6 1/2 @ 10	Olive, Malaga,		Opium, Capmh.	@ 90	
Oxalic	25 @ 30	green	@ 2 00	Opium, Deodor'd	@ 2 75	
Sulphuric	1 1/2 @ 5	Orange sweet	3 50 @ 3 75	Rhubarb	@ 70	
Tartaric	75 @ 80	Organum, pure	@ 2 50			
Ammonia		Organum, com'l	@ 75			
Water, 26 deg.	6 1/2 @ 10	Pennyroyal	@ 2 75	Paints		
Water, 18 deg.	4 1/2 @ 8	Peppermint	2 75 @ 3 00	Lead, red dry	7 @ 8	
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50 @ 16 00	Lead, white oil	7 @ 8	
Carbonate	13 @ 16	Rosemary Flowers	@ 1 35	Ochre, yellow bbl.	1 @ 1 1/2	
Chloride	15 @ 30	Sandalwood, E.		Putty	2 @ 5	
Balsams		I.	@ 7 00	Red Venet'n bbl.	2 1/2 @ 5	
Copaiba	75 @ 1 00	Sassafras, true	@ 1 10	Red Venet'n less	2 @ 1 1/2	
Fir (Canada)	1 75 @ 2 00	Sassafras, artif'l	@ 60	Vermilion, Eng.	90 @ 1 00	
Fir (Oregon)	40 @ 50	Spearment	3 25 @ 3 50	Vermilion, Amer	15 @ 20	
Peru	2 75 @ 3 00	Sperm	90 @ 1 00	Whiting, bbl.	1 10 @ 1 1/2	
Tolu	1 00 @ 1 25	Tansy	@ 5 75	Whiting	2 @ 5	
Berries		Tar, USP	30 @ 40	L. H. P. Prep'd	1 25 @ 1 35	
Cubeb	85 @ 90	Turpentine, bbls.	@ 53 1/2			
Fish	15 @ 20	Turpentine, less	60 @ 65	Insecticides		
Juniper	15 @ 20	Wintergreen, true	@ 5 00	Arsenic	12 @ 15	
Prickley Ash	@ 50	Wintergreen, sweet	@ 2 50	Blue Vitrol, bbl.	@ 5 1/2	
Barks		Wintergreen, art'l	@ 1 25	Blue Vitrol less	7 @ 10	
Cassia (ordinary)	25 @ 30	Wormseed	3 50 @ 4 00	Bordeaux Mix Pst	8 @ 15	
Cassia (Saigon)	65 @ 75	Wormwood	6 00 @ 6 50	Hellebore, White		
Elm (powd. 30c)	25 @ 30	Potassium				
Sassafras (pow. 30c)	@ 25	Bicarbonate	30 @ 35	powdered	20 @ 25	
Soap Cut (powd. 30c)	25 @ 30	Bichromate	20 @ 25	Insect Powder	20 @ 35	
Extracts		Bromide	@ 94	Lead Arsenate	8 @ 16	
Licorice	27 @ 30	Carbonate	40 @ 45	Lime and Sulphur		
Licorice powdered	30 @ 35	Chlorate, xtal and	35 @ 40	Solution, gal.	15 @ 25	
Flowers		powdered	@ 45	Paris Green	15 1/4 @ 20	
Arnica	30 @ 40	Chlorate, granular	40 @ 50			
Chamomile (Ger.)	55 @ 60	Cyanide	40 @ 50	Miscellaneous		
Chamomile (Rom)	55 @ 60	Iodide	@ 3 77	Acetanalid	40 @ 45	
Gums		Permanganate	65 @ 70	Alum	5 @ 8	
Arnica	25 @ 30	Prussiate, yellow	@ 50	Alum, powdered and		
Acacia, 2nd	45 @ 50	Prussiate, red	@ 1 50	ground	7 @ 10	
Acacia, 3d	40 @ 45	Sulphate	15 @ 20	Bismuth, Subni-		
Acacia, Sorts	@ 30	Roots				trate
Acacia, powdered	55 @ 60	Alkanet	20 @ 25	Borax xtal or	2 97 @ 3 00	
Aloes (Barb. Pow)	22 @ 25	Blood, powdered	20 @ 25	powdered	6 @ 12	
Aloes (Cape Pow)	20 @ 25	Calamus	@ 50	Cantharades po	4 00 @ 8 00	
Aloes (Soc. Pow.)	40 @ 50	Elecampane, pwd.	15 @ 20	Calomel	1 20 @ 1 25	
Asafoetida	75 @ 1 00	Gentian, powd.	20 @ 30	Capsicum	30 @ 35	
Asafoetida, Powd.	@ 1 00	Ginger, African,	15 @ 20	Carmine	@ 4 50	
Pure	@ 1 25	powdered	22 @ 25	Cassia Buds	@ 40	
U. S. P. Powd.	@ 1 25	Ginger, Jamaica	22 @ 25	Cloves	30 @ 35	
Camphor	80 @ 90	Ginger, Jamaica,	22 @ 25	Chalk Prepared	6 @ 8 1/2	
Guaiac	50 @ 55	powdered	22 @ 23	Chalk Precipitated	7 @ 10	
Guaiac, powdered	55 @ 60	Goldenseal pow.	6 50 @ 7 00	Chloroform	37 @ 43	
Kino	70 @ 75	Ipecac, powd.	@ 3 50	Chloral Hydrate	1 00 @ 1 20	
Kino, powdered	75 @ 80	Licorice	14 @ 16	Cocaine	6 00 @ 6 25	
Myrrh	@ 40	Licorice, powd.	12 @ 15	Cocoa Butter	65 @ 65	
Myrrh, powdered	@ 50	Orris, powdered	@ 40	Corks, list, less	70 %	
Opium	11 00 @ 11 25	Poke, powdered	20 @ 25	Copperas, bbls.	@ 90	
Opium, powd.	13 00 @ 13 25	Rhubarb	75 @ 1 00	Copperas, less	2 @ 5	
Opium, gran.	14 00 @ 14 25	Rhubarb, powd.	75 @ 1 25	Copperas, powd.	4 @ 6	
Shellac	28 @ 35	Rosinweed, powd.	25 @ 30	Corrosive Sublim.	1 15 @ 1 25	
Shellac, Bleached	30 @ 35	Sarsaparilla, Hond.	@ 65	Cream Tartar	@ 60	
Tragacanth		ground	@ 65	Cuttlebone	@ 45	
No. 1	2 25 @ 2 50	Sarsaparilla Mexican,	@ 55	Dextrine	7 @ 10	
Tragacanth pow	1 25 @ 1 50	ground	50 @ 55	Dover's Powder	@ 2 50	
Turpentine	10 @ 15	Squills	20 @ 35	Emery, all Nos.	6 @ 10	
Leaves		Squills, powdered	40 @ 60	Emery, powdered	5 @ 8	
Buchu	2 25 @ 2 50	Tumeric, powd.	12 @ 15	Epsom Salts, bbls	@ 2 1/2	
Buchu, powd.	2 50 @ 2 75	Valerian, powd.	25 @ 30	Epsom Salts, less	3 @ 7	
Sage, bulk	25 @ 30	Seeds				
Sage, 1/4s loose	30 @ 35	Anise	20 @ 25	Ergot	2 00 @ 2 25	
Sage, powdered	30 @ 35	Anise, powdered	@ 25	Ergot, powdered	2 75 @ 3 00	
Senna, Alex	50 @ 60	Bird, ls	@ 12	Flake White	12 @ 15	
Senna, Tinn.	35 @ 40	Canary	15 @ 20	Formaldehyde lb.	10 @ 15	
Senna Tinn powd	25 @ 30	Caraway	15 @ 20	Gambier	10 @ 15	
Uva Ursi	18 @ 20	Cardamon	2 25 @ 2 50	Gelatin	50 @ 60	
Oils		Celery	@ 40	Glassware, full cases	80 %	
Almonds, Bitter,		Coriander	@ 25	Glassware, less 70 & 10 %		
true	6 50 @ 7 00	Dill	20 @ 25	Glauber Salts bbl.	@ 1 1/4	
Almonds, Bitter,		Fennel	@ 30	Glue, brown	2 @ 5	
artificial	1 75 @ 2 00	Flax	4 @ 8	Glue, brown grd.	10 @ 15	
Almonds, Sweet,		Flax, ground	4 1/2 @ 8	Glue, white	15 @ 25	
true	1 25 @ 1 50	Foenugreek, pow.	10 @ 15	Glue, white grd.	15 @ 20	
Almonds, Sweet,		Hemp	@ 10	Glycerine	2 @ 40	
imitation	50 @ 60	Lobelia	@ 15	Hops	50 @ 80	
Amber, crude	25 @ 30	Mustard, yellow	16 @ 20	Indigo	@ 1 50	
Amber, rectified	40 @ 50	Mustard, black	16 @ 20	Iodine	4 55 @ 5 00	
Anise	2 75 @ 3 00	Mustard, powd.	20 @ 25	Iodoform	5 20 @ 5 80	
Bergamont	7 50 @ 8 00	Poppy	15 @ 20	Lead Acetate	15 @ 20	
Cajeput	1 25 @ 1 40	Quince	@ 1 50	Lycopodium	1 00 @ 1 25	
Cassia	@ 2 00	Rape	@ 15	Mace	90 @ 1 00	
Cassia, bbls. and		Sabadilla	@ 35	Mace, powdered	1 00 @ 1 10	
cans	12 1/2 @ 15	Sabadilla, powd.	@ 40	Menthol	3 75 @ 4 00	
Cedar Leaf	90 @ 1 00	Sunflower	8 @ 12	Mercury	@ 1 25	
Citronella	1 00 @ 1 10	Worm American	15 @ 20	Morphine all brd	5 90 @ 6 15	
Cloves	@ 2 00	Worm Levant	@ 1 00	Nux Vomica	@ 15	
Cocunut	20 @ 25	Tinctures				
Cod Liver	1 25 @ 1 50	Aconite	@ 75	Nux Vomica pow	@ 20	
Cotton Seed	80 @ 1 00	Aloes	@ 65	Pepper, black pow	@ 30	
Croton	2 00 @ 2 25	Arnica	@ 75	Pepper, white	@ 35	
Cupbebs	4 25 @ 4 50	Asafoetida	@ 1 35	Pitch, Burgundy	@ 15	
Eligron	@ 2 50	Belladonna	@ 1 65	Quassia	10 @ 15	
Eucalyptus	@ 85	Benzoin	@ 1 00	Quinine, all brds	35 @ 45	
Hemlock, pure	@ 1 00	Benzoin Compo'd	@ 1 50	Rochelle Salts	33 @ 38	
Juniper Berries	2 00 @ 2 25	Buchu	@ 1 50	Saccharine	5 50 @ 6 00	
Juniper Wood	40 @ 50	Cantharides	@ 1 80	Salt Peter	15 @ 20	
Lard, extra	85 @ 1 00	Capsicum	@ 90	Selditz Mixture	25 @ 30	
Lard, No. 1	75 @ 90	Cardamon	@ 1 50	Soap, green	15 @ 20	
Laven'r Flowers	@ 60	Cardamon, Comp.	@ 1 00	Soap, mott castile	@ 18	
Lavender, Gar'n	1 25 @ 1 40	Catechu	@ 60	Soap, white castile	@ 8 00	
Lemon	3 00 @ 3 25	Cinchona	@ 1 05	less, per bar	@ 90	
Linseed, boiled, bbl	@ 52	Colchicum	@ 75	Soda Ash	1 1/2 @ 5	
Linseed, bdl. less	56 @ 60	Cubebs	@ 1 20	Soda Bicarbonate	1 1/2 @ 5	
Linseed, raw, bbls	@ 51	Digitalis	@ 80	Soda, Sal	@ 4	
Linseed, raw, less	55 @ 60	Gentian	@ 75	Spirits Camphor	@ 75	
Potassium		Ginger	@ 95	Sulphur rol	@ 5	
Bicarbonate	30 @ 35	Guaiac	@ 1 05	Sulphur Subl.	2 1/2 @ 5	
Bichromate	20 @ 25	Guaiac Ammon.	@ 80	Tamarinds	10 @ 15	
Bromide	@ 94	Iodine	@ 2 00	Tartar Emetic	@ 60	
Carbonate	40 @ 45	Iodine, Colorless	@ 2 00	Tartar Emetic	40 @ 50	
Chlorate, xtal and	35 @ 40					
powdered	@ 45					
Chlorate, granular	40 @ 50					
Cyanide	40 @ 50					
Iodide	@ 3 77					
Permanganate	65 @ 70					
Prussiate, yellow	@ 50					
Prussiate, red	@ 1 50					
Sulphate	15 @ 20					

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

Canned Roast Beef
Canned Corn Beef
Wool Twine

DECLINED

Some Flour
Rolled Oats
Cotton Twine

Index to Markets

By Columns

Col.	1	2
AMMONIA	12 oz. ovals 2 doz. box 75	
AXLE GREASE		
A	1lb. wood boxes, 4 doz. 3 00	
B	1lb. tin boxes, 3 doz. 2 35	
C	3 1/2 lb. tin boxes, 2 doz. 4 25	
D	10lb. pails, per doz. 6 00	
E	15lb. pails, per doz. 7 20	
F	25lb. pails, per doz. 12 00	
G		
H		
I		
J		
K		
L		
M		
N		
O		
P		
Q		
R		
S		
T		
U		
V		
W		
X		
Y		
Z		

Col.	1	2
AMMONIA	12 oz. ovals 2 doz. box 75	
AXLE GREASE		
A	1lb. wood boxes, 4 doz. 3 00	
B	1lb. tin boxes, 3 doz. 2 35	
C	3 1/2 lb. tin boxes, 2 doz. 4 25	
D	10lb. pails, per doz. 6 00	
E	15lb. pails, per doz. 7 20	
F	25lb. pails, per doz. 12 00	
G		
H		
I		
J		
K		
L		
M		
N		
O		
P		
Q		
R		
S		
T		
U		
V		
W		
X		
Y		
Z		

CHEESE

Acme	@17
Bloomington	@17
Carson City	@17
Hopkins	@17
Brick	@17
Leiden	@15
Limburger	@15 1/2
Pineapple	40 @60
Edam	@85
Sap Sago	@24
Swiss, domestic	@20

CHEWING GUM

Adams Black Jack	60
Adams Sappota	55
Beeman's Pepsin	60
Beechnut	60
Chiclets	1 25
Colgan Violet Chips	60
Colgan Mint Chips	60
Dentyne	1 10
Flag Spruce	55
Juicy Fruit	55
Red Robin	55
Sen Sen (Jars 80 pkgs, \$2.20)	60
Spearmin, Wrigleys	60
Spearmin, 5 box jars 3 00	60
Spearmin, 3 box jars 1 80	60
Trunk Spruce	55
Yucatan	60
Zenc	60

CHOCOLATE

Walton Baker & Co.	22
Germans Sweet	22
Premium	22
Caracas	22
Walter M. Lowney Co.	29
Premium, 1/2s	29
Premium, 1/4s	29
CLOTHES LINE	
No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 72 Jute	1 00
No. 60 Sisal	90

GALVANIZED WIRE

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/2s	35
Colonial, 1/4s	33
Epps	42
Hershey's, 1/2s	30
Hershey's, 1/4s	28
Huyler	36
Lowney, 1/2s	34
Lowney, 1/4s	34
Lowney, 5 lb. cans	33
Van Houten, 1/2s	18
Van Houten, 1/4s	18
Van Houten, 1s	36
Wan-Eta	65
Webb	33
Wilber, 1/2s	33
Wilber, 1/4s	32

COCOANUT

Dunham's	per lb.
1/2s, 5lb. case	30
1/4s, 5lb. case	29
1/2s, 15lb. case	29
1/4s, 15lb. case	28
1s, 15lb. case	27
1/2s & 1/4s 15lb. case	23
Scalloped Gems	10
1/2s & 1/4s pails	16
Bulk, pails	14
Bulk, barrels	13
Baker's Brazil Shredded	15
50 5c pkgs., per case	2 60
26 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Santos	
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

MARACAIBO

Fair	24
Choice	25
Mexican	
Choice	25
Fancy	26
Guatemala	
Fair	25
Fancy	28

JAVA

Private Growth	26@30
Mandling	31@35
Aukola	30@32
Mocha	
Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28

Bogota

Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	18 1/2
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	

Extracts

Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	Pails
Horhound	10
Standard	10
Standard, small	11
Twist, small	11
Jumbo	10 1/2
Jumbo, small	11
Big Stick	10 1/2
Boston Sugar Stick	15

Mixed Candy

Broken	10 1/2
Cut Loaf	11 1/2
French Cream	11
Fancy	8
Grocers	11
Kindergarten	13
Leader	11
Majestic	11
Monarch	10 1/2
Novelty	12
Paris Creams	12
Premio Creams	16
Royal	9
Special	10
Valley Creams	14
X L O	8 1/2

Specialties

Auto Kisses (baskets)	14
Autumn Leaves	13
Bonnie Butter Bites	18
Butter Cream Corn	16
Caramel Dice	13
Cocoanut Kraut	15
Cocoanut Waffles	15
Coco Macaroons	17 1/2
Coffy Toffy	16
Dainty Mints 7 lb. tin	18
Empire Fudge	15
Fudge, Pineapple	15
Fudge, Walnut	16
Fudge, Filbert	16
Fudge, Choco. Peanut	14
Fudge, Honey Moon	15
Fudge, Toasted Cocoa	15
Fudge, Cherry	15
Fudge, Coconut	15
Honeycomb Candy	16 1/2
Kokays	15
Iced Maroons	15
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	14
Lozenges, Pep.	12
Lozenges, Pink	12
Manchus	14
Molasses Kisses, 10	14
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	17
Eureka Chocolates	17
Favorite	18
Ideal Chocolates	19
Klondike Chocolates	19
Nabobs	19
Nibble Sticks	26
Nut Wafers	17
Ocoro Choc. Caramels	19
Peanut Clusters	23
Quintette	16
Regina	12
Star Chocolates	14
Superior Choc. (light)	19

Pop Corn Goods

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	
Brazils	13@14
Filberts	15
Cal. No. 1	
Walnuts, soft shell	
Walnuts, Chill	@17 1/2
Table nuts, fancy	14@16
Pecans, medium	@13
Pecans, ex. large	@15

Hickory Nuts, per bu.

Ohio	
Cocoanuts	
Chestnuts, New York	
State, per bu.	
Shelled	
No. 1 Spanish Shelled	
Peanuts	9 1/2@10
Ex. Lg. Va. Shelled	
Peanuts	11 1/2@12
Pecan Halves	@65
Walnut Halves	@65
Filbert Meats	@68
Alicante Almonds	@65
Jordan Almonds	
Peanuts	
Fancy H P Suns Raw	@6 1/2
Roasted	@7 1/4
H. P. Jumbo, Raw	@8 1/2
Roasted	@9 1/2

CRACKERS

National Biscuit Company	
Brands	
Butter	
Excelsior Butters	Boxes
NBC Square Butters	8
Seymour Round	6 1/2

Soda

NBC Sodas	6 1/2
Premium Sodas	7 1/2
Select Sodas	8 1/2
Saratoga Flakes	13
Saltines	13
Oyster	
NBC Picnic Oysters	6 1/2
Gem Oysters	6 1/2
Shell	8

Sweet Goods

Cans and boxes	
Animals	10
Atlantics Also Asstd.	12
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Cameo Biscuit	25
Cecelia Biscuit	16
Cheese Tid Bits	20
Chocolate Bar (cans)	18
Chocolate Drops	17
Choc. Honey Fingers	16
Circle Cookies	12
Cracknels	13
Cream Fingers	14
Cocoanut Taffy Bar	13
Cocoanut Drops	12
Cocoanut Macaroons	18
Cocant Honey Fingers	12
Coat Honey Jumbles	12
Coffee Cakes Iced	12
Dinner Pail Mixed	8 1/2
Family Cookies	8 1/2
Fig Cakes Asstd.	12
Fireside Peanut Jumb	10
Fireside Sug. Jumb	12
Fluted Coated Bar	11
Frosted Creams	8 1/2
Frosted Ginger Cook.	8 1/2
Frosted Raisin Sgs	10
Ginger Gems Plain	8 1/2
Ginger Gems Iced	9 1/2
Graham Crackers	8
Ginger Snaps Family	8 1/2
Ginger Snaps R'd	8
Harlequin Jumbles	12
Hobnob Cookies	12
Household Cookies	8
Household Cks. Iced	9
Hippodrome Bar	12
Honey Fingers Asst'd	12
Honey Flakes	14
Honey Jumbles	12
Imperial	8 1/2
Jasmine Cakes	14
Jubilee	10
Kaiser Jumbles	10
Lady Fingers Sponge	30
Leap Year Jumbles	20
Lemon Biscuit Square	9
Lemon Wafers	17
Levana	8 1/2
Mace Cakes	8
Mary Ann	8 1/2
Marshmallow Pecans	18
Medora	8
Mol. Frt. Cookie, Iced	14
NBC Honey Cakes	12
Oatmeal Crackers	8
Orange Gems	8 1/2
Penny Assorted	8 1/2
Peanut Gems	9
Picnic Mixed	12
Raisin Cookies	10
Raisin Gems	11
Recess Tarts	15
Reverses Asstd.	15
Saltines	13
Seafam	18
Snaparoons	12
Spiced Jumbles, Iced	10
Sugar Fingers	12
Sugar Crimp	8 1/2
Sultana Fruit Biscuit	16
Sweethearts	25
Vanilla Wafers	18

In-er-Seal Trade Mark

Goods	per doz.
Baronet Biscuit	1 00
Bremners Btr Wafs.	1 00
Cameo Biscuit	1 50
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		1 00
Mallomars		1 00
Oysterettes		50
Premium Sodas		1 00
Royal Toast		1 00
Saratoga Flakes		1 50
Social Tea Biscuit		1 00
Unedda Biscuit		50
Unedda 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		2 50
Family Package		2 50
Soda Crackers NBC		2 50
Family Package		2 50
Fruit Cake		3 00

In Special Tin Packages		
Adora, 10c size		1 00
Festino		2 50
Nabisco, 10c		1 00
in bulk, per tin		1 75
Nabisco		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

Apples		
Evaporated Choice blk	10%	
Evaporated Fancy pkg.		
Apricots		
California	15@17	
Citron		
Corsican		18
Currants		
Imported, 1 lb. pkg.	9%	
Imported, bulk	9%	
Peaches		
Muir-Choice, 25lb.	7%	
Muir-Fancy, 25lb.	8%	
Fancy, Peeled, 25lb.	15%	
Pears		
Lemon, American	14	
Orange, American	14	

Raisins		
Cluster, 20 cartons	2 25	
Loose Muscatels, 4 Cr.	7%	
Loose Muscatels, 3 Cr.	7%	
L. M. Seeded, 1 lb.	8@8 1/2	

California Prunes		
80-100 25lb. boxes	7%	
80-90 25lb. boxes	8%	
70-80 25lb. boxes	9%	
60-70 25lb. boxes	10%	
50-60 25lb. boxes	11%	
40-50 25lb. boxes	12%	

FARINACEOUS GOODS

Beans		
California Limas	7%	
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		
8 containers (40) rolls	3 25	

Hominy		
Pearl, 100 lb. sack	2 25	
Maccaroni and Vermicelli		
Domestic, 10 lb. box	50	
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%	

Sago		
East India	5	
German, sacks	5	
German, broken pkg.	5	

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 2 in.	7	
1/4 to 2 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	15	
No. 8, 15 feet	18	
No. 9, 15 feet	20	

Linen Lines		
Small	20	
Medium	26	
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		
both at the same price		
No. 1, F box 1/4 oz.	35	
No. 2, F box, 1 1/4 oz.	1 20	
No. 4, F box, 2 1/4 oz.	2 00	
No. 3, 2 1/4 oz. Taper	2 00	
No. 2, 1 1/4 oz. flat	1 75	

FLOUR AND FEED

Grand Rapids Grain & Milling Co.		
Winter Wheat		
Purity Patent	5 80	
Sunburst	6 20	
Wizard Flour	5 50	
Wizard Graham	5 50	
Matchless	5 60	
Wizard, Gran. Meal	4 80	
Wizard Buckwht cwt	3 40	
Rye	4 40	
Valley City Milling Co.		
Lily White	5 50	
Light Loaf	5 00	
Graham	2 25	
Granena Health	2 35	
Gran. Meal	2 05	
Bolted Med.	1 95	

Voigt Milling Co.		
Voigt's Crescent	5 50	
Voigt's Royal	5 90	
Voigt's Flourloigt	5 50	
Voigt's Hygienic Graham	4 40	
Watson-Higgins Milling Co.		
Perfection Buckwheat		
Flour	6 40	
Perfection Flour	5 30	
Tip Top Flour	5 00	
Golden Sheaf Flour	4 60	
Marshall's Best Flour	6 00	

Worden Grocer Co.		
Quaker, paper	5 20	
Quaker, cloth	5 30	
Kansas Hard Wheat		
Voigt Milling Co.		
Calla Lily	5 50	
Worden Grocer Co.		
American Eagle, 1/8s	5 90	
American Eagle, 1/4s	5 80	
American Eagle, 1/2s	5 70	

Spring wheat		
Roy Baker		
Mazetta	5 65	
Golden Horn, bakers	5 55	
Wisconsin Rye	5 25	
Bohemian Rye	5 50	
Judson Grocer Co.		
Ceresota, 1/8s	6 40	
Ceresota, 1/4s	6 50	
Ceresota, 1/2s	6 60	

Voigt Milling Co.		
Columbian	6 35	
Worden Grocer Co.		
Wingold, 1/8s cloth	6 80	
Wingold, 1/4s cloth	6 70	
Wingold, 1/2s cloth	6 60	
Wingold, 1/8s paper	6 65	
Wingold, 1/4s paper	6 60	

Meal		
Bolted	4 60	
Golden Granulated	4 80	
wheat		
New Red	94	
New White	94	

Oats		
Michigan carlots	48	
Less than carlots	50	
Corn		
Carlots	85	
Less than carlots	87	
Hay		
Carlots	15 00	
Less than carlots	17 00	

Feed		
Street Car Feed	34	
No. 1 Corn & Oat Feed	34	
Cracked Corn	34	
Coarse Corn Meal	34	

FRUIT JARS		
Mason, pts., per gro.	4 25	
Mason, qts., per gro.	4 55	
Mason, 1/2 gal. per gro.	6 90	
Mason, can tops, gro.	1 30	

GELATINE		
Cox's, 1 doz. large	1 45	
Cox's, 1 doz. small	90	
Knox's Sparkling, doz.	1 25	
Knox's Sparkling, gr.	14 00	
Knox's Acidu'd doz.	1 25	
Nelson's	1 50	
Oxford	75	
Plymouth Rock, Phos.	1 25	
Plymouth Rock, Plain	90	

GRAIN BAGS		
Broad Gauge	18	
Amoskeag	19	

Herbs		
Sage	15	
Hops	15	
Laurel Leaves	15	
Senna Leaves	25	

HIDES AND PELTS		
Hides		
Green, No. 1	12	
Green, No. 2	11	
Cured, No. 1	13 1/2	
Cured, No. 2	12 1/2	

8

Calfskin, green, No. 1	15	
Calfskin, green, No. 2	13 1/2	
Calfskin, cured, No. 1	16	
Calfskin, cured, No. 2	14 1/2	

Pelts		
Old Wool	60@1 25	
Lambs	25@ 50	
Shearlings	10@ 40	

Tallow		
No. 1	@ 5	
No. 2	@ 4	

Wool		
Unwashed, med.	@ 20	
Unwashed, fine	@ 15	

HORSE RADISH		
Per doz.	90	

Jelly		
5lb. pails, per doz.	2 40	
15lb. pails, per pail	65	
30lb. pails, per pail	1 25	

JELLY GLASSES		
1/4 pt. in bbls., per doz.	15	
1/2 pt. in bbls., per doz.	16	
3 oz. capped in bbls.	18	

MAPLEINE		
2 oz. bottles, per doz.	3 00	
1 oz. bottles, per doz.	1 75	

MINE MEAT		
Per case	2 85	

MOLASSES		
New Orleans		
Fancy Open Kettle	42	
Choice	35	
Good	22	
Fair	20	

Half barrels 2c extra		
Red Hen, No. 2 1/2	1 75	
Red Hen, No. 5	1 75	
Red Hen, No. 10	1 65	

MUSTARD		
1/2 lb. 6 lb. box	16	

OLIVES		
Bulk, 1 gal. kegs	1 00@1 10	
Bulk, 2 gal. kegs	95@1 05	
Bulk, 5 gal. kegs	90@1 00	

Stuffed, 5 oz.		
Stuffed, 8 oz.	1 25	
Stuffed, 14 oz.	2 25	
Pitted (not stuffed)	2 25	

Manzanilla, 8 oz.		
Lunch, 10 oz.	90	
Lunch, 16 oz.	1 35	
Queen, Mammoth, 19	2 25	

Queen, Mammoth, 28		
oz.	4 25	
Olive Chow, 2 doz. cs.	5 75	
per doz.	2 25	

PICKLES		
Medium		
Barrels, 1200 count	7 75	
Half bbls., 600 count	4 38	
5 gallon kegs	1 90	

Small		
Barrels	9 50	
Half barrels	5 25	
5 gallon kegs	2 25	

Gherkins		
Barrels	14 00	
Half barrels	6 50	
5 gallon kegs	2 50	

Sweet Small		
Barrels	17 00	
Half barrels	9 25	
5 gallon kegs	3 50	

PIPES		
Clay, No. 216, per box	1 75	
Clay, T. D. full count	60	
Cob	50	

PLAYING CARDS		
No. 90, Steamboat	75	
No. 15, Rival assorted	1 25	
No. 20, Rover, enam'd	1 50	
No. 572, Special	2 00	
No. 93 Golf, satin fin.	2 00	
No. 808, Bicycle	2 00	
No. 632 Tour'n't whist	2 25	

POTASH		
Babbitt's, 2 doz.	1 75	

S P Bellies	14½@15
Lard	
Pure in tierces	11½@12
Compound Lard	9 @ 9½
80 lb. tubs	advance 14

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, 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, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip'g, Johnson	30
Cigar Clip'g, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
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.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
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 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
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 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 30
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 92
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

13

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	2 60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 85
Sweet Rose, 2 1/4 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
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.	1 02
Three Feathers, 10c	1 02
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
War 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 76
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 76
Way up, 16 oz. pails	31
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

TWINE

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	8 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 picklg	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	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 75
Willow, Clothes, small	7 25
Willow, Clothes, me'm	8 00

Butter Plates

Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
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
12th. cotton mop heads	1 30
Palls	
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	15 00
No. 2 Fibre	15 00
No. 3 Fibre	15 00
Large Galvanized	13 50
Medium Galvanized	5 50
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	4
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
5 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 2 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. Chicago.	

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 1/4 c per lb.
Palm Pure Soap Dry	300 lbs. 6 1/4 c per lb.

16

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; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.	



Royal Garden Tea, pkgs. 40
THE BOUR CO.,
TOLEDO, OHIO.

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		3 15
German Mottled, 5bx.		3 15
German Mottled, 10 b.		3 10

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—A stock of men's and boys' clothing, furnishings and shoes at Crosby, Minn. Stock invoices about \$10,000 of new goods, long lease and good location. A splendid opportunity in a new agricultural and mining city of about 3,000 population; good reason for selling. Must be cash. Enquire of H. W. Linemann, Brainerd, Minn. 620

Excellent grocery store location for rent on Michigan street, a few doors off Monroe avenue. Modern with steam heat and new decorations. Rent very reasonable. M. T. Vanden Bosch, Agent, 95 Monroe avenue, Grand Rapids, Michigan. 622

For Sale—Small lumber yard at Arapahoe, Colo. Will invoice about \$6,000, which includes a good six room house. Good profits and a large territory to draw from. Would consider a good trade for clear farm land in Southern Minnesota. Lock Box 377, Sac City, Iowa. 623

For Sale—Millinery store at Mansfield, Ohio. Location best in the city, established 25 years; population 25,000; six millinery stores in the city. Address Box 99, Mansfield, Ohio. 624

Having bought a ranch, I have for sale the best exclusive men's clothing store in St. Maries, Idaho, near Spokane; town of about 2,500; lumber manufacturing place; best location in town; brick building, 25 x 80; selling better grades of clothing, Crossett shoes, Wilson Bros. furnishings, etc. Stock invoices about \$4,000. Will sacrifice some, but must have the cash. Buy and get the benefit of the three best business months of the year. Write the Rogan Co., St. Maries, Idaho. 627

Wanted—Hardware stock located north of Grand Rapids. Address No. 626, care Michigan Tradesman. 626

Do you use 'em? What? Why receipts. We make the duplicating kind, bound 500 originals in book, four on a page, 1,000 sheets in all. Dollar bill will bring you book, post paid. Remember—we surely sell 'em. Sample receipt and particulars free. The Leader Publishing House, Charlotte, Michigan. 627

For Sale—Veneer mill at West Point, Va., including boilers, engines, cutters, saws, driers, sander, planers, electric plant, etc. Will give reasonable credit to proper party. Address Martin Lane, Wilmington, Del. 628

For Sale—Variety and grocery stock in thriving agricultural town. No trade considered. Address A. H. 206 S. Main St., Lamar, Colo. 629

Goldfield, Cobalt and Tonopah stocks returning from ten to thirty per cent. on investment can be bought under most liberal terms. They are listed in New York and Boston. Bertrand & Company, Brokers, 2 Broadway, New York. 630

For Sale—A substantial safe, in good condition, of the following inside dimensions: Height, 6 ft. 5 1/2 in.; width, 5 ft. 6 in.; depth, 1 ft. 11 1/2 in. Outside dimensions are as follows: Height (including trucks), 8 ft. 7 1/2 in.; width, 6 ft. 9 1/2 in.; depth, 3 ft. 3 in. This safe weighs 12,000 lbs.; was originally used by the Mercantile National Bank of New York, costing them \$1,000. We purchased it from them at \$400 and offer it at \$200. F. O. B. cars Canajoharie. It is without interior fitting or compartments, being entirely open. It is in good condition and perfectly serviceable. We discontinued its use on account of having installed vaults. Address Beech-Nut Packing Co., Canajoharie, N. Y. 631

\$3,500 sacrificed on the best home in one of the best locations in city. Three lots and barn. Owner is physician who was seriously injured and must change climate. Would like drug store or farm, if well rented, as part pay. Address No. 632, care Tradesman. 632

For Sale—Meat and vegetable market and canned goods, all modern machinery and box. Doing \$1,200 to \$1,500 a month—cash. Address, No. 633, care Tradesman. 633

For Sale—Newspaper route and wall paper store in one of the best towns in Ohio valley. Population 5,000. Clears \$300 per month. Bargain and fine opportunity for live party. No opposition. Best reasons for selling. Mrs. Chris Long, Mingo Junction, Ohio. 634

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

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

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 Lunds. 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—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

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

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

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 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

Good drug store location for rent in Hermitage Hotel building, Grand Rapids, Michigan, communicating with lobby of 200-room hotel doing good business and should produce business for the drug store. Steam heat, tile floor and new decorations. Rent reasonable. M. T. Vanden Bosch, Agent, 95 Monroe avenue, Grand Rapids, Michigan. 621

Livery barn and stock in good condition and in thriving town. Write or phone for particulars. Mrs. James Crocker, North Branch, Michigan. 593

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

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

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

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

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

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. 276

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 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. Auto-press, 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. Krulsenga, c-o Musseman Grocer Company, Grand Rapids, Michigan. 154

HELP WANTED.

Wanted—An experienced hotel man, with some capital, to write us for our proposition. Secretary, Commercial Club, Eaton Rapids, Michigan. 619

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

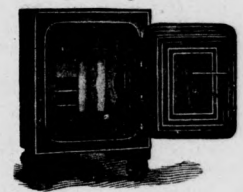
Wanted—A few good live salesmen calling on the hardware and grocery trade to handle the "Never-Slip" clothes line fastener. The "Never-Slip" is absolutely new and a good seller. Liberal commission paid. Address Standard Wire Co., Dept. B, Saginaw, Michigan. 584

SITUATIONS WANTED.

Wanted—Position as shoe salesman by young married man. Three years experience. Good references. 612, care Tradesman. 612

Business Wanted—Am a cash buyer and want a good bargain. Give full particulars in first letter. Address Box 1261, care Michigan Tradesman, Grand Rapids, Michigan. 431

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.

Use Tradesman Coupons

Proposed Change in State Insurance Law.

Lansing, Oct. 13.—Attorney General Fellows has handed down an opinion on the effect the proposed constitutional amendment making changes in State insurance laws as applied to fraternal beneficiary societies would have.

The proposed amendment is backed by the New Era Association, a fraternal society of Grand Rapids. Almost all other societies in the State appear to be against the amendment, and so serious a question was raised as to its possible effect, that the insurance commissioner asked for an opinion.

Mr. Fellows believes that while there are strong arguments in favor of the view that the fraternal societies could not give disability and old age benefits, still, because such a construction would undoubtedly place the proposed amendments in conflict with the Federal constitution, the courts would construe it to permit the payment of other benefits than death.

He holds that the amendment would prevent the Legislature from compelling a society to have a ritual and lodge system but would not prohibit a society from having the same should it so desire.

He is of the opinion that societies domiciled in other states particularly those in which the Mobile or New York conference bill is in effect, (and such is the case in a majority of the states) could not continue to operate in Michigan, and conversely Michigan societies would either have to withdraw from those states or re-incorporate in some other state and withdraw from Michigan.

He further holds that the amendment would prevent the passage, or enforcement of laws, which authorize the State to compel the collection of additional assessments to meet liabilities, should the limit of "an amount in excess of the average mortality cost per one thousand dollars of insurance in force of successful legal reserve companies fail to provide sufficient funds."

No provision is made for societies incorporated since March 14, 1914 and any society incorporated since that time, or beginning to operate since that time, would be compelled to cease business. This again raises a question as to whether or not the amendment would not be in conflict with the Federal constitution.

Some idea of the number of persons interested in the proposed amendment is gleaned from the fact that 367,544 policy holders in the State having insurance aggregating \$381,410,832, would be affected.

Slogan of Lansing Grocers and Butchers.

Lansing, Oct. 10.—The dog, within two weeks, will be taboo in all grocery stores and meat shops in the city. The dog has been the subject of no little discussion among members of the Lansing Grocers and Meat Dealers' Association and Tuesday night at the regular meeting of the Association, the canine intruder was the subject of real drastic action.

The members of the Association contend that the dog is not a sanitary proposition for any grocery store or meat market; that he is not wanted and that owners will be asked to leave them outside. Placards will be printed and posted in all windows requesting that the dog owners not bring their pets into stores. It was ruled Tuesday night that no dog will be permitted from now on to investigate the things the butcher keeps behind the counter, nor to chase the grocer's cat among the lamp chimneys. The slogan will be "Tie the dog outside."

The members of the Association Tuesday night planned for a number of social events for the winter season,

one of them being a venison supper, the venison to be furnished by members of the organization who will go after deer this fall. Tuesday, October 20, a luncheon will be served to members of the organization and more detailed plans for the State convention will be passed upon.

New Vegetable Originated.

The newest vegetable is "celery-cabbage," which has just made its appearance on the American market.

The new vegetable first appeared in Illinois, where it was "Burbanked" by grafting. As its name suggests, the new vegetable is a cross between cabbage and celery.

Like celery, it has long firm stalks, while like cabbage plants, each stalk is fringed with tender leaves. The stalks also roll into a small head at the top, the foliage on top greatly resembling young cabbage. The taste of the new vegetable is that of celery and cabbage combined.

Thirty Cadillac merchants planned a visit to Grand Rapids yesterday. They expected to come unannounced and unexpected, but Manager Rouse (Worden Grocer Co.) received the information by wireless and arranged with the wholesale grocery houses here to give the visitors a reception and luncheon at the Country Club. The trip was made in automobiles, short stops being made at the pumping station and filtration plant. After a delicious repast had been served, William Judson (Judson Grocer Co.) acted as master of ceremonies and successively introduced Leonard Seager, George Chapman, Joseph Widgren, Theodore Thompson, J. L. St. John and J. M. Bothwell, all of whom spoke feelingly of Cadillac and predicted bright things in future. The party was then conveyed to the city via the Soldiers' Home and spent the remainder of the day and evening in social pastimes. The occasion was a very happy one for all concerned and the affair will bear repeating by the merchants of every business community in the State.

Flint—A. E. Lovejoy and Fred H. Goodrich have purchased the plant and store of the Michigan Paint Co. With the change the concern becomes known as the Flint Paint Works. While the new owners have not yet incorporated, they say this will be accomplished and that the business will be capitalized at either \$10,000 or \$20,000. Mr. Lovejoy has been interested in the paint business for some time and is thoroughly acquainted with both the manufacturing and sales branches of the business. He was formerly connected with the Heath-Milligan Co., of Chicago. Mr. Goodrich has been engaged for several years in the drug and real estate lines.

Detroit—The Bra-Bec Manufacturing Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash. This concern will engage in the manufacture and sale of laundry articles and the purchase of chemicals manufactured under special formulas.

More than a blanket mortgage is needed to keep a house warm in cold weather.

THE SPECIALIZED STORE.

The specialized store must be pleasing in appearance, and in exterior and interior presentations instantly indicative of good taste. The merchandise must be of the very best grade that can be sold for the money, and the prices must be plainly marked.

Salespeople must have accurate knowledge of the goods and courtesy of the most willing sort must be extended to every enquirer, whether rich or poor. Errors, misunderstandings and claims of all descriptions must be settled immediately and with kindly grace. Refunds must be made without question and delay.

In the matter of credits much tolerance of the vagaries of human nature must be exercised, and the crook regarded as the extreme exception. The head of the business must be free to observingly circulate among his salespeople and their customers.

Fear No "War Prices."

It will be at least a year before "war prices" prevail in dry goods, carpets, china and glassware, and other household necessities, buyers of department stores, wholesale dealers and other mercantile experts say.

Although most of the linen used for the table and for wearing apparel comes from England, France and Belgium, it is pointed out the stock now in this country will be enough to last for some time with no inconvenience from lack of fresh shipments.

The fact that this year's flax crop in Austria and Belgium doubtless will fail, however, is expected to affect next year's supply of linen.

There are few imported household articles that cannot well be replaced by domestic substitutes.

Ten Demandments of a Display Manager's Desk.

1. Dare to be original.
2. Think ahead of the crowd.
3. Do not wait to do the right thing.
4. Speak soft to the busy buyers.
5. Know the merchandise that you display.
6. Put selling ideas into your windows.
7. Study art, color tones and optical values.
8. Adapt yourself to circumstances always.
9. Never permit anything to ruffle your temper.
10. Always keep abreast of the times and send photographs of your good windows to the trade journals and advertisers.

Rural letter carriers will set up a howl that can be heard from one end of the country to the other when they hear that Postmaster General Burleson is said to be considering a proposition to let the service now performed by the rural carriers by contract. The fact that the rural carrier service is now being conducted at a loss of \$40,000,000 a year makes the Postmaster General open to suggestions for the reduction of this excess of expense. Many letters have been received by Postmaster General Burleson saying that on the contract system \$20,000,000 a year can be saved.

Another reason for a change is that the carriers, not content with an increase in salary by the present Congress, are striving to have pensions provided for superannuated and disabled carriers. The contract system would create competition, but it would hurt some country politicians.

The Canadians are certainly evidencing their patriotism and their loyalty in a very substantial way. They are supporting the British government with right good will. It is stated that thirty-one ships were required to carry the men, horses, guns, supplies, etc., which recently sailed from Canada to take part in the European war. There were over 31,000 men and about 8,000 horses, and this is said to be the largest force ever sent from Canada. Recruiting is going on there, and if required, other thousands of men and horses will be sent to support the same cause. England certainly is to be congratulated upon the loyalty of its colonies and the help they can give is not only much needed, but of very substantial value.

The master brewers of the United States, in convention assembled in New York City, have been unfolding secrets. They say that the Pilsener served in this country has been German in name only, and was really the product of Hoboken or St. Louis breweries. One brewer declares that the people in America are going to learn many things as a result of this war, and the value of domestic beer is one of them. Another secret, which was told by a chemistry expert, is that it is the female hops that put the "kick" in beer and give it intoxicating qualities. Only lady hops are used in brewing, because only from them can the desired aroma and "kicking" qualities be secured.

Detroit—The Detroit Sales Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,000 has been subscribed and \$1,323 paid in in property. This concern will engage in the manufacture and sale of general merchandise.

A sale is not a sale until the customer is satisfied. Don't stop with merely getting the money and getting rid of the goods. Continue your interest indefinitely.

Opportunity has been known to look up a man for the purpose of drowning him.

Occasionally time waits for a man—if he has the ticket for his watch in hock.

BUSINESS CHANCES.

Wanted—Young man in well established mail order hardware and real estate business. A city inside position for life, excellent opportunity, give age and experience. Small investment required, you handle your own money. Address Box 635, care Tradesman. 635

Do you want to sell your business or farm? Send us a brief description and we will advise if we can sell it. Our charges are less than 1%. Our system includes your individual advertising, meaning quick results. V. D. Augsburg Co., Kenton, Ohio. 636

Grocery For Sale—Suburban grocery and modern home in best neighborhood. Emmett Smith, 101-11 West, Hutchinson, Kansas. 637

**Every
Passer-by a
Prospective
Customer**



20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

20 MULE TEAM BORAX

not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

The Pacific Coast Borax Co.
McCormick Building, CHICAGO.

Build evaporated milk sales and bring new profits to your business

When you sell most new things you do not build up any extra trade—you simply get for the new article the money you previously got for something else. Selling evaporated milk is different—it brings you money you didn't get before. Every family in your trade pays the milk peddler \$3.00 per month—many pay him much more. You can make this community trade yours—you can get this extra \$3.00 per month from each customer if you will push the sale of

CARNATION MILK

Many families are using evaporated milk exclusively in their cooking. More would be using it if they only knew the richness—the purity and wholesome flavor of Carnation Milk. Remember—every time a family changes from raw to evaporated milk some grocer gets an extra \$3.00 per month.

Start now to get that \$3.00 per month which each of your customers is paying the milk peddler. Push Carnation Milk—it will give your customers a good impression of evaporated milk—it will persuade them to continue buying milk from you—it will help bring that extra \$3.00 per month to your cash drawer.

When a customer asks for evaporated milk from you—don't chance making a bad impression—give her CARNATION MILK, your jobber carries it.



PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington



Karo
(Since 1840)

The American Household Syrup

GROCERS everywhere are benefiting by the increased popularity of Karo as a table and cooking syrup. Especially the successful ones who are using the attractive Karo Store Signs, cut outs and other designs to show that the store is progressive and carries the goods the public demands.

Our advertising of Karo is bringing business into every grocery store that wants the business and stocks the goods.

This picture shows one of the handsome store advertising designs which you may have FREE upon application.

Your jobber now has an attractive trade offering on Karo. It will be to your interest to get it from him.

Send for our Special Store and Window Displays at once.



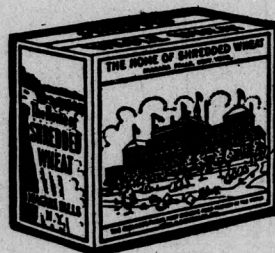
"It's All in the Shreds"



Some advertising slogans mean something—others merely sound well, but convey no idea regarding the product. In the slogan, "It's All in the Shreds," you have the boiled-down story of

Shredded Wheat

It has survived all the other breakfast cereals because the shredding process is the best process ever devised for making the whole wheat grain digestible. Shredded Wheat is a natural, elemental food not flavored, seasoned or compounded with anything. All the nutritive elements of the whole wheat are in the "shreds," and in a digestible form.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.



Recent years have seen bulk goods go out and package goods come in. Why? Because package goods are neat, clean, easy to handle, save time, prevent overweight, and please the consumer. All this is true of FRANKLIN CARTON SUGAR, and, sugar is the one thing you cannot afford to handle in bulk.—you sell too much of it and sell it on too small a profit to waste time and work on it and run the risk of overweight loss. There's a FRANKLIN CARTON SUGAR for every purpose, Granulated, Powdered, (Dainty Lumps), Small Cubes, Dessert and Table Confectioners' XXXX, so you can easily supply all the wants of your customers by selling FRANKLIN CARTON SUGAR and thereby make a profit instead of a loss on all your sugar sales. Ask your jobber.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

"Franklin Carton Sugar is guaranteed FULL WEIGHT, and refined CANE sugar."

You can buy Franklin Carton Sugar in original containers of 24, 48, 60 and 120 lbs.