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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 21, 1914

Number 1622

STAND THE GAFF

The iron must enter your soul, my lad—

Stand the gaff;

The hour will come when your ears will smart,

When your cheeks will burn and the tears will start—

Let 'em laugh;

For the testing of manhood's a cruel thing,

And the lash of suspicion is heavy with sting,

And slander and gossip are waiting to fling

Their mud at the best of ambition's strong wing.

Injustice has always stood ready with lies,

She's ahead on the heights and expecting your rise;

You must pay for your progress, for there's no success

Where the wolf-pack of envy does not yelp and press.

You must pay for your courage, you can't dare the stars

And escape without anguish and bruises and scars.

The cheat and the coward are trailing your track,

The sneak lurks behind you to stab in the back.

Keep honor, no matter how heavy the cost;

Keep honor, nothing that counts can be lost.

When the choice lies before you to be or seem right,

Then don't mind appearances—stand up and fight.

GOOD FELLOWSHIP

Of all good gifts the gods bestow

On weary mortals here below,

Health, wisdom, laughter, riches, rest,

Good fellowship I know is best.

And granted that all earthly good

Were mine, along with solitude,

How gladly would I change the whole

For one congenial friendly soul.

Let sages calmly prate the bliss

Of lofty, lonely heights. I'd miss

Eternal fame, writ large in stone,

If I must walk these heights alone.

Let poets sing with rapturous praise

The joys of love in ardent lays.

Let others cry in accents bold

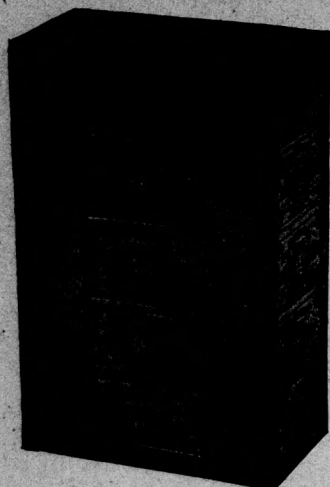
The pleasure bought with glistening gold.

Give me a pleasant friend or two

To walk with me the journey through,

And though I miss the flame divine,

The best of living is mine.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton
Price \$1.15

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

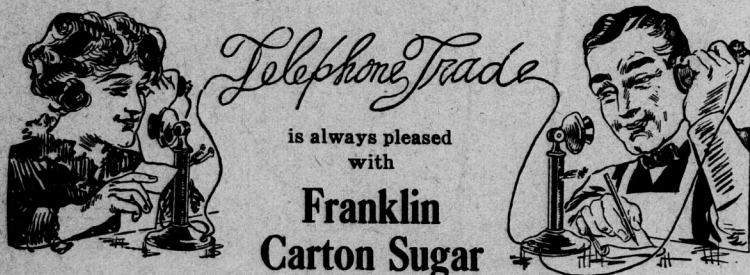
**ONE FULL SIZE CARTON
FREE**

when returned to us or your jobber
properly endorsed

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

**Good Yeast
Good Bread
Good Health**

**Sell Your Customers
FLEISCHMANN'S
YEAST**



is always pleased
with

**Franklin
Carton Sugar**

When a customer calls you up and orders sugar send her FRANKLIN CARTON SUGAR. You won't make any mistake—she'll be perfectly satisfied. Clear, pure sugar, made from sugar cane and packed in sealed, dust-proof cartons is sure to satisfy the most discriminating housewife.

You'll make a profit by selling FRANKLIN CARTON SUGAR because the handy cartons that come to you "ready to sell" save the cost of bags, string and overweight. Incidentally your time is too valuable to waste in this way, when our process of packing sugar in cartons saves you "the factory work." Get behind the Franklin line consisting of Granulated, Powdered, Dessert and Table and Cube Sugars. Tell your customers "over the 'phone" and "over the counter" how much better FRANKLIN CARTON SUGAR is than ordinary bulk sugar. It will save you work and make you a profit.

You can buy FRANKLIN CARTON SUGAR in
original containers of 24, 48, 60 and 120 lbs.

**THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA**

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

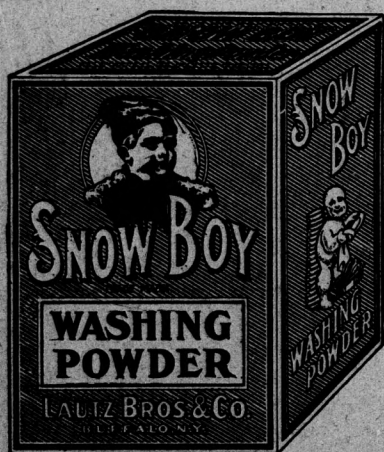
Call up our Flour Department for some
attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN



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 21, 1914

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MARKETS AND WAR NEWS.

Financial markets do not move because of impulsive feeling or individual sympathy. It apparently followed that they did not believe that the present war could be settled by temporary German victories. Now the financial markets may have been acting on erroneous judgment. History gives instances enough of wars which resulted very differently from what the average man in the street imagined when the fighting started. It is conceivable that, in the present case, the American community may for various reasons have been more attentive to the point of view at London than at Berlin. But these very possibilities make it interesting to enquire, what has been the attitude of such financial markets, in the early part of other wars whose results are now recorded history.

When the American Civil War began, a considerable part of the New York business community had been hoping that the North would make no resistance to secession. The political tension of that period reached its climax; Fort Sumter was fired on, and the response of the North was such as proved that the Government would meet the challenge of the South. The immediate response of the Stock Exchange was a vigorous advance. From that time forwards, until April, 1865, the financial markets improved with every Union victory and fell back with every victory—and there were a good many of them—by the Confederacy.

If the markets in the early stages of our Civil War correctly measured the prospects of the conflict, the markets of 1870 were even more accurate in their judgment of the preliminary campaigning of the Franco-Prussian War. Nothing could be more opposite than their attitude towards that year's German advance on Paris, and towards the similar advance last August. Beginning with the smaller initial German victories in 1870, every news of such successes caused a rise on the London Stock Exchange, although England's actual sympathy was largely on the side of France.

Our own markets, and the markets of the European Continent, broke vio-

lently during the early and serious English reverses in the Transvaal War. Had they believed in the possibility of a final victory by the Boers, the logic of the situation would have led to action precisely opposite. During the Russo-Japanese War of 1904, from the participants in which we were financially more remote than in any of the other wars referred to. Stock Exchange prices, in Paris as well as London, rose on each announcement of Japanese successes. The financial attitude in this respect, during the Balkan War, would be harder to determine; but in that case the paramount interest of the markets was, not whether Turkey or her Balkan antagonists would win, nor even how long the war itself would last, but whether the neutral European Powers could be kept from fighting when it ended.

So that past experience rather strongly indicates that the composite judgment of the financial community, on the outbreak of a war, is usually correct as to its probable results. It may be a good while before we shall know how the rule has fitted in this present war.

ONLY THE RIGHT CAN WIN.

War is indisputably the argument of the savage. Once justify it and we justify the results of it. Once accept it as a proper policy and we no longer have the right to do anything but applaud the oppression, the slaughter, the poverty, the seizure of territory, the outrage of women, the murder of babes, and the general "hell" that a state of war always bring to pass.

War's central idea is that might makes right; hence it follows, logically, that whatever a nation is able to do becomes right when it has done it. What an outrage upon human intelligence!

There is only one way to settle any dispute, national or individual. That way is the moral way. Progress comes chiefly, after all, from forbearance, and forbearance comes from regard for others—their rights, their limitations, their environment. Where-soever the hand of Might stays itself, wheresoever Power may strike and yet does not strike, may crush and yet does not crush, may slay and yet does not slay, there triumphs the spirit of Him, whose example is undimmed by the centuries and whose ultimate triumph, however delayed, is sure.

Every living creature has power, at some time, over some fellow-being. Let it not be forgotten that whoever oppresses because he may oppress is a destroyer; but whoever permits himself to say, "I can, but I will not,"

uplifts thereby the whole race of man.

We stand with Robert Browning, who said: "He who did well in war, just earns the right to begin doing well in peace." We stand with the Duke of Wellington: "Nothing except a battle lost can be half so melancholy as a battle won." We stand, above all, with William Ellery Channing: "War will never yield but to the principle of universal justice and love, and these have no sure root but in the religion of Jesus Christ."

Against the miserable sophistries of the human clods whom accident has placed upon the thrones of the world the Tradesman puts the Sermon on the Mount. Let us all thank God that although man, at times, may deny the moral law, he never can abolish it or swerve it a hair's breadth. Only the right can possibly win, at the last, despite all the carnage that may redden the soil of earth.

"Legitimate prey!" "Growing population!" "Expanding commerce!" These are not the words of true civilization. Give us rather Emerson: "Nothing can bring you peace but yourself. Nothing can bring you peace but the triumph of principles." As it is with individuals so with nations.

German war experts and constitutional expounders are now beginning to admit that there is something wrong in German politics and diplomacy. The latest addition to the long list is Prof. Paul Natrop, of the University of Marburg, who fills much space in the *Kölnische Zeitung* in an address to an American university professor in explanation of the war. He declares that Bismarck would never have allowed it to happen that, if a European war broke out, "the three great Powers in Europe except ourselves would stand united against us. And that would have been enough to prevent the war, for no two of these three Powers would have dared to attack the impregnable allies, Germany and Austria." More than that, he says: "Although a German, cannot but admit that Germany was not altogether innocent of responsibility for the outbreak of war; not that there can be the slightest doubt as to its most sincere love of peace; but its diplomats did not find at the right time the way by which peace could be maintained and did not understand how to overcome the towering difficulties which faced them in the pursuit of that way."

If men had the gift of second sight there would be fewer cases of love at first.

A bilious man should rather enjoy being handed a lemon.

INTERESTING CHANGES.

No part of the situation has been watched with keener interest, since the war threw international finance and commerce into confusion, than our foreign trade. If we could have repeated last year's \$237,000,000 excess of exports over imports during August, September and October, we might confront with comparative cheerfulness our maturing foreign debts in the market for exchange. In August, however, our total export trade decreased \$77,500,000 from 1913, some \$15,000,000 of that decrease being in cotton shipments, and the month showed a heavy excess of merchandise importations.

It was then said that the badness of the August showing had three special causes—the embargo on all export trade in the first half of the month, the extreme low level of the cotton shipments and the fact that imports did not decrease as exports did, because so many incoming ships were on the water when the war broke out.

We now have the figures for September and they are singularly interesting. Both exports and imports increased over August; indeed, the total movement, in both directions combined, was actually larger than in any September of our history until 1911. Both fell far below the same month in 1913; but the decrease of exports was \$15,500,000 less than in September, and the decrease of imports \$26,600,000 greater. An "export excess," therefore, was restored.

That excess was, nevertheless, the smallest for the month since 1895 and taking August and September together, it was \$85,000,000 less in our favor than the average for the same two months in the three past years. The question thus remains, what will change this aspect of the matter?

Any considerable increase in our cotton exports would do much to straighten out the balance. Resumption of the recent heavy wheat shipments would help. If we began to enter the South American and Asiatic markets which the belligerent countries have now lost, further expansion of the export trade would follow. Yet it is not to be overlooked that these September exports, greatly as they decreased from recent years, were never equalled to that month during any year until 1910. It is the import trade which has thus far held up more stubbornly than exports. If the import trade, as it is reasonable to expect under present conditions, decreases more rapidly in the coming months, we may see an altered showing on the merchandise balance sheet.

Bankruptcy Matters in Southwestern Michigan.

St. Joseph, Sept. 29.—In the matter of William E. Bommerschelm, bankrupt, Kalamazoo, the first meeting of creditors was held at the latter place and Charles E. Johnston chosen trustee, his bond being fixed at \$100. George Freeman, Fred Knox and Walter Bauchamp were appointed appraisers. The bankrupt was sworn and examined by the referee, his examination disclosing no assets of value to the estate above his exemptions. The meeting was adjourned for thirty days.

Sept. 30.—In the matter of the Michigan Buggy Company, bankrupt, Kalamazoo, after a two day session, orders were entered by the referee disallowing claims to the amount of \$50,000. The referee ruled that claims for the recovery of deposits from the wording of the contract were not proper claims against the estate and that unless the contract had been carried out in whole or part no recovery could be had on the deposits. The claims of the Mayro Radiator Co., Fred G. Wood, G. S. Patterson, R. L. Parnell, John H. Hamilton, Klos Motor Car Co., D. H. Adams, F. Myers, Slaton & Company, J. M. Nash, H. B. Shirk and Cecil White were allowed at reduced amounts. The claims of the A. H. Vayo Company, Lewis Spring & Axle Company, Herbert Mfg. Co., Ernest F. Briggs, Michigan Motor Car Co., of Denver, Colorado, The Journal Co., George F. Thompson & Son Buggy Co., Louis Englehausen, R. Kloeppell, E. F. Gerber, Owenhouse Hardware Co., H. Jacoby, E. F. Taylor & Son, C. J. Stone, J. T. Coleman, Hubbard & Hubbard, M. D. Harris, Pennington Auto Co., J. H. Townsend, Hoosick Garage, J. E. Vanderveer and Carr Auto Co., were disallowed in toto.

Oct. 1.—In the matter of James Ingersoll Day, bankrupt, Hamilton township, VanBuren county, the objecting creditors filed petition for review of the referee's order in allowing the claim of Maurice Wallbrun as a secured claim for the sum of \$1,500, whereupon a certificate was made by the referee for the district judge to review the referee's order.

In the matter of the Poultry Pointers Publishing Co., bankrupt, Kalamazoo, the trustee filed his first report showing cash of \$347.67 and certain accounts receivable of doubtful value, and recommended that no dividend be declared until the final meeting of creditors. It is very doubtful if any dividend will be declared to creditors.

Oct. 2.—In the matter of Frank W. Flint, bankrupt, Saugatuck, an order was entered for the hearing to the creditors objections to the discharge of the bankrupt to be held at the referee's office on Oct. 13, at which time testimony will be taken and the same reported to the district judge.

In the matter of the Kalamazoo Oil Company, bankrupt, Kalamazoo, an order was entered by the referee allowing the Great Western Oil Company to reclaim certain property upon the payment to the trustee of the sum of \$267.50.

Oct. 3.—In the matter of H. A. Fisher Company, a corporation, bankrupt, Kalamazoo, an adjourned meeting of creditors was held at the referee's office and claims allowed. The trustee's report, showing cash on hand of \$1,340.31, was approved and allowed and certain administration expenses to the amount of \$225.67 ordered paid.

In the matter of the Kalamazoo Oil Company, bankrupt, an adjourned first meeting of creditors was held at the referee's office. The first report and account of the trustee, showing cash on hand of \$1,100, was approved and allowed and the trustee directed to pay administration expenses of \$156.98. A first dividend of 10 per cent. was declared on all claims filed to date.

Oct. 5.—In the matter of Nemer A. Etoll, bankrupt, Allegan, an order was made confirming the sale of the bankrupt's assets to Wedith Etoll, of the same place, for \$128.12. There are not sufficient funds to pay the administration expenses, consequently no dividends will be paid to creditors.

In the matter of the Michigan Buggy Company, bankrupt, an order was entered for a hearing on the trustee's objections to the claim of the Northeast Electric Co., of Kalamazoo, on Oct. 20. The claim is for the sum of some \$20,000 or more.

Oct. 5.—In the matter of the Michigan Buggy Co., bankrupt, Kalamazoo, an order was entered by the referee for a hearing on the trustee's objections to the claim of the Northeast Electric Company to be held at the latter place on Oct. 20. The claim involves some \$20,000, being one of the largest merchandise claims filed in the estate.

In the matter of Nemer A. Etoll, bankrupt, Allegan, an order was made approving the sale of the bankrupt's interest in certain policies of insurance to Wedith Etoll for the sum of \$128.12.

In the matter of H. A. Fisher Co., a corporation, bankrupt, Kalamazoo, petition was filed by the trustee for leave to bring suit against certain creditors for recovery of property. An order was entered by the referee directing the trustee to bring suit against Benjamin

Shapiro, of Kalamazoo, for the recovery of an automobile.

Oct. 6.—In the matter of William E. Bommerschelm, bankrupt, Kalamazoo, the inventory and report of appraisers were filed, showing appraised assets of the sum \$1,821.85, whereupon an order was made by the referee directing the trustee to sell the entire assets upon ten days' notice to creditors.

In the matter of Nemer A. Etoll, bankrupt, Allegan, the trustee filed his first report and account, showing total assets of \$128.12 and no disbursements.

Oct. 7.—In the matter of William Dangenberg, bankrupt, Allegan, the inventory and report of appraisers were filed, showing assets of the appraised value of the sum of \$6,104.87, which amount includes certain real estate mortgaged to the extent of some \$7,000. An order was made by the referee, directing the trustee to dispose of the entire assets at public sale upon ten days' notice to creditors.

Oct. 8.—Horatio W. Patterson and J. Earl Patterson engaged in the grocery business as Patterson & Son, Kalamazoo, filed a voluntary petition, both as co-partners and as individuals, and were adjudged bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupts show no assets except those claimed as exemptions, and the following liabilities:

trustee, payment of administration expenses and the declaration of a dividend. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

Oct. 12.—In the matter of Horatio W. Patterson and J. Earl Patterson, bankrupt, Kalamazoo, an order was made by the referee calling the first meeting of creditors at the latter place on Oct. 27, for the purpose of proving claims, the election of a trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meeting.

Oct. 13.—In the matter of Willis Meredith, bankrupt, Kalamazoo, the trustee filed his final report and account, showing total receipts of \$558.30 and disbursements of \$12.50 and requested that the final meeting of creditors be called. An order was made by the referee for the final meeting of creditors to be held at his office Oct. 28, for the purpose of passing upon the trustee's final report and account, the declaration and payment of first and final dividend, the allowance of claims and the transaction of such other business as may come before the meeting.

Oct. 14.—In the matter of the Michigan Buggy Company, bankrupt, Kalamazoo, by stipulation of the attorneys the objections of the trustee to the claim of

Piper Ice Cream Co., Kalamazoo	64.00
Shakespeare Press Co., Kalamazoo	7.25
Star Paper Co., Kalamazoo	6.85
A. Salomon & Son, Kalamazoo	2.95
Celery City Creamery Co., Kalamazoo	56.31
Hanselman Candy Co., Kalamazoo	36.48
Klein-Baker Candy Co., Kalamazoo	57.81
Lee & Cady, Kalamazoo	31.00
J. Potts Candy Co., Kalamazoo	25.40
Superior Ice Co., Kalamazoo	2.80
William Candy Co., Kalamazoo	29.47
Armour & Co., Kalamazoo	26.10
B. Cleenewerck & Son, Kalamazoo	20.00
Trio Laundry Co., Kalamazoo	2.64
Sergeant-Zwiler Coal Co., Kalamazoo	3.00
Home Savings Bank, Kalamazoo	40.00
Mark R. Anson, Kalamazoo	69.19
Dunkley Co., Kalamazoo	3.00
Chamberlain Medicine Co., Des Moines, Iowa	18.35
Chessman-Remboldt Co., Deerfield	1.76
Foley & Co., Chicago	56.00
Imperial Jewelry Co., Bradford, Pa.	35.00
McCourt Label Co., Bradford, Pa.	26.10
Ozell Co., Chicago	6.40
Van Tine & Co., Brooklyn, N. Y.	6.32
Winters Co., Springfield, Ohio	11.25
Manufacturers Sales Co., Flint	61.00
E. E. Sutherland Medicine Co., Philadelphia	15.30
Window Syndicate Advertising Co., Chicago	26.00

\$834.57



READY FOR BUSINESS

A. W. Walsh, Kalamazoo	\$136.02
Worden Grocer Co., Grand Rapids	125.74
Van Den Berge Bros., Kalamazoo	92.69
Canfield Mfg. Co., Kalamazoo	48.00
Crane Medicine Co., Chicago	12.00
Commercial Milling Co., Detroit	14.70
Kalamazoo Biscuit Co., Kalamazoo	5.93
Star Paper Co., Kalamazoo	19.50
Ihling Bros. & Everard, Kalamazoo	5.70
Standard Oil Co., Kalamazoo	11.04
Hanselman Candy Co., Kalamazoo	13.69
G. S. Slater, Kalamazoo	9.15
Ashton & Sterns, Kalamazoo	24.40
Maryland Bargain House, Baltimore	13.00
Freeman Baking Co., Kalamazoo	12.00

Total \$543.36

Oct. 9.—In the matter of the National Gas Light Company, bankrupt, Kalamazoo, an order was entered by the referee allowing the claim of the John Dunlap Co., for \$2,222.72 and dismissing the trustee's objections to the claim, and allowing the trustee fifteen days to file petition for review with the district judge.

Oct. 10.—In the matter of H. A. Fisher Company, a corporation, bankrupt, Kalamazoo, the trustee filed petition to have Harry A. Fisher, President of the bankrupt, to deliver certain assets to the trustee, whereupon an order was entered by the referee for Mr. Fisher to show cause why the petition of the trustee should not be granted.

In the matter of Nemer A. Etoll, bankrupt, Allegan, the trustee filed his final report and account with request that the final meeting of creditors be held. The referee entered an order for the final meeting of creditors to be held at his office on Oct. 26, for the allowance of the final report and account of the

A. Koyen were withdrawn and the claim allowed for \$961.25.

In the matter of William E. Bommerschelm, bankrupt, Kalamazoo, the trustee filed a petition to disclaim title to all the assets of the bankrupt, as the same were of no value to the estate. The petition was considered by the referee and an order made to disclaim title to entire assets.

Oct. 15.—An involuntary petition was filed against D. W. Blanc, a wholesale dealer in butter and cheese at Kalamazoo, and he was adjudged bankrupt and the matter referred to Referee Banyon, who entered an order appointing Michael M. Kennedy receiver. An order was also entered by the referee directing the bankrupt to prepare and file his schedules within ten days.

Oct. 17.—Oral F. Huber, formerly engaged in the drug business at Kalamazoo with Earl M. Slover under the firm name of Huber & Slover, filed a voluntary petition, and he was adjudged bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt disclose no assets above the exemptions, except the sum of \$10 and the following liabilities:

Clark B. Crestinger, Kalamazoo	\$ 3.17
Crystal Candy Co., Kalamazoo	23.05
Celery City Lumber Co., Kalamazoo	7.03
Thomas J. Dermody, Kalamazoo	10.55
J. S. Griffith, Kalamazoo	6.00
Johnson Paper Co., Kalamazoo	17.64
A. H. Lotz & Co., Kalamazoo	2.00
Kalamazoo Label Co., Kalamazoo	3.60
Kalamazoo Ice & Fuel Co., Kalamazoo	3.50
Michigan State Telephone Co., Kalamazoo	10.30

Part That Women Might Play.

Warrensburg, Mo., Oct. 19.—While the Germans try to enlist the sympathies of the cultured people of all nations by proclaiming that their war is a war for the survival of the fittest race against a race which threatens to turn civilization backward, and points to the achievement of the Teuton as against the Slav; while the French and English claim that they are arrayed in arms against a greater danger than the Slavic race—the tyranny of militarism; while the Japanese attack the German possessions in the Far East on the plea that their treaties with England and France compel them to take part in the war; while the Belgians send special embassies to the United States to protest, to a great neutral nation, concerning the invasion by the Germans of a peaceful, neutral country, against their signed treaty, and of an invasion accompanied with the destruction of priceless treasures of art and by atrocities not known since the days of the vandals; and while historians and diplomats all try to explain this greatest of all wars, one simple explanation seems to have escaped all: It is nothing less than the lack of faith in the integrity of any nation.

Corporations have long been called soulless, but the present war demonstrates that nations are also—with no higher authority to institute regulation.

Nations have no known habits of integrity. No nation expects another to be faithful to its treaties except so long as it is to its interest to be so. Therefore, militarism must continue—not with Germany only, but with all nations. War must get more and more deadly. Not the land and the sea and the air only must be filled with deadly machines—but under the waters and under the earth must the deadly destructive power creep un-awares and destroy its thousands—unless nations, like individuals, can become enlightened enough to regard a fight as a disgrace, whether between nations or individuals, and submit their differences to an impartial court—a Hague Conference.

What can bring this about? Nearly two thousand years of Christianity have failed to do it. The moral tone of the political machinery of the nations must be raised. This can be done only by making its women—who by nature, by duties, and by preference are more nearly allied to straightforward, simple honesty—politically citizens, and a part of the governing force. Let the women of every nation have equal political rights with men and wars must cease.

Laura L. Runyon.

It's sometimes easier to discharge an obligation than a cook.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Rumley plants, including the Advance works at Battle Creek, will resume full operations the first of the year.

Ontonagon has voted to issue bonds for \$3,000 to buy electric pumps for the new waterworks.

The Owosso Improvement Association, through its civic committee, is offering trees, shrubs and plants at cost price for home planting, in the interests of a more beautiful city.

An auto bus line is making round trips daily between Kent City and Grand Rapids, a private party trying the experiment this fall, the fare being the same as that charged by steam road.

A resolution adopted by the Upper Peninsula Educational Association at its recent Houghton meeting was as follows: "That the school course should be strengthened by the extension of vocational and industrial work to the end of preparing students who never enter college for a practical and specific livelihood."

Hart talks of supplying more hitching posts for the accommodation of the farmer trade.

Bay City is taking first steps toward centralizing its charitable work.

The Keweenaw Historical Society and other organizations of Houghton and Keweenaw counties have erected a monument at Eagle River in memory of Dr. Houghton, Michigan's first State Geologist.

Ann Arbor is preparing to entertain 2,000 boys at the annual "Y" conference, to be held Nov. 27-29.

Fenton will install boulevard street lights and will adopt either the one-light, three-light or five-light cluster system.

Prof. Hemenway, who represents the civic department of the National Society for Broader Education and has been lecturing in Saginaw in the interests of a more beautiful city, will work in Flint during the first two weeks of November.

Flint will vote Nov. 3, on propositions to bond for \$232,372 for sewers and street improvements.

The Commercial Club of Eaton Rapids entertained the Booster Club of Albion with a luncheon Oct. 20. The afternoon was spent in visiting points of interest about the city.

The Michigan Central Railroad has adopted the block system on its Jackson-Grand Rapids branch, placing additional operators at the stations with continuous day and night service.

The charter commission of Alpena has voted to wipe out ward lines, so that there will be one ward instead of six. For convenience in voting, the city will have six precincts. A date will be set soon for an election, at which time the people will vote to accept or reject the proposed charter.

The night schools in Jackson have enrolled far more students than last year. Special interest in Spanish is being shown this year.

Detroit engineers will submit data

on public lighting to the city commissioners of Pontiac within thirty days, the figures to include plans for municipal as well as privately owned plants.

The copper country is asking for improved mail service and a railway mail official from Milwaukee will visit the district to investigate the complaints.

Night schools at Kalamazoo have an attendance about the same as last year. A gain is expected later.

Bids for the construction of the new armory at Owosso will be opened Oct. 22.

A new cheese factory has opened at Onondaga.

Hereafter all purchases made by the city of Hastings must be made through the "purchasing committee" composed of three aldermen. The chairman of the committee will sign orders and each month the records will be examined. Recent presentation of bills of long standing for payment has spurred the city to this action.

A rest room with writing tables and other conveniences has been provided for farmers and all out of town visitors at Ann Arbor by the Merchants' Credit Association of that city.

Lapeer's drinking water has received the O K of the State Board of Health. The water comes from an artesian well.

Stanton will install ornamental boulevard lights on Main street and would now like to have its unsightly

telephone and electric light poles removed from the street.

Petoskey has voted \$3,000, to be used in boring a new well for mineral water.

Almond Griffen.

Quotations on Local Stocks and Bonds.

Public Utilities.			
Quotations only nominal.			
Am. Light & Trac. Co., Com.	275	Bid	Asked.
Am. Light & Trac. Co., Pfd.	101	101	105
Am. Public Utilities, Com.	40	40	45
Am. Public Utilities, Pfd.	65	65	70
Cities Service Co., Com.	45	45	50
Cities Service Co., Pfd.	52	52	55
Comw'th Pr. Ry. & Lt., Com.	50	50	55
Comw'th Pr. Ry. & Lt., Pfd.	74	74	79
Comw'th 6% 5 year bond	95	95	100
Holland St. Louis Sugar	4	4	5
Michigan Sugar	42	42	45
Pacific Gas & Elec. Co., Com.	35	35	37
Tennessee Ry. Lt. & Pr., Com.	9	9	11
Tennessee Ry. Lt. & Pr., Pfd.	50	50	55
United Light & Rys., Com.	50	50	55
United Light & Rys., Pfd.	68	68	72
United Lt. & Ry. new 2nd Pfd.	62	62	67
United Light 1st and ref. 5% bonds			89

Industrial and Bank Stocks.			
Dennis Canadian Co.	90	90	100
Furniture City Brewing Co.	50	50	60
Globe Knitting Works, Com.	130	130	135
Globe Knitting Works, Pfd.	97	97	100
G. R. Brewing Co.	115	115	120
Commercial Savings Bank	216	216	220
Fourth National Bank	215	215	220
G. R. National City Bank	174	174	177
G. R. Savings Bank	250	250	260
Kent State Bank	250	250	260
Old National Bank	195	195	200
Peoples Savings Bank	250	250	260

Friendship.

A section foreman on a Southern railway heard the following conversation between two of his dusky laborers:

"Jim, you bettah come here an' he'll me. I's takin' up fer you."

"How's dat?"

"W'y dis here niggah say you ain't fit fer de dawgs, an' Ah tole him yes you is!"

Are You Overlooking Profit?

If you do not sell

Dandelion Brand Butter Color

you are missing profits that your competitors are getting regularly.

90% of professional dairymen use DANDELION BRAND,
and buy groceries where they can get it.



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

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



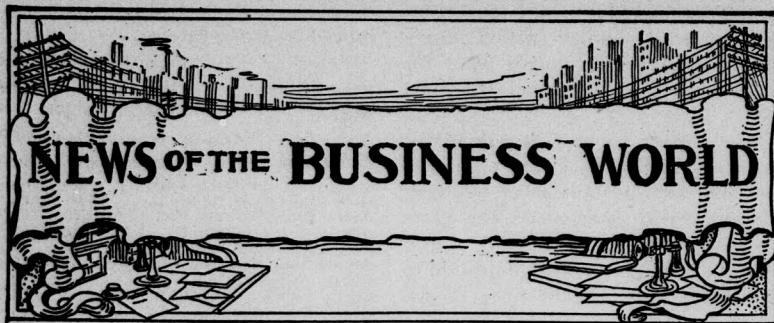
Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Flint—Cronin & Co. have engaged in the grocery business.

Casnovia—J. O. Weed, of Ionia, has engaged in the meat business.

Flint—Dick & Co. succeed George McKenzie in the grocery business.

Lapeer—J. H. Daniels has opened an art and sporting goods store here.

Sandusky—Manary & Bullock have engaged in the produce and poultry business.

Carson City—Mrs. Tillie C. Gilmore succeeds A. H. Pruden in the laundry business.

Butternut—Rolla DeHart, recently of Vickeryville, has engaged in general trade here.

Manistee—Fred Bauer has opened a grocery store at the corner of Third and Cypress streets.

Belding—A. L. Cichy has engaged in the women's ready-to-wear clothing and fur business.

Greenville—Arthur H. Heim, recently of Fort Wayne, Ind., has opened a bazaar store here.

Detroit—The Sam Mintz Hardware Co. has increased its capital stock from \$12,000 to \$20,000.

Ypsilanti—Fire damaged the N. P. Wallace furniture stock Oct. 14 to the extent of about \$2,000.

Otsego—R. J. Barnes has added a jewelry repair shop and stock of eye glasses to his drug stock.

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

Grayling—Guy Slade has closed out his stock of meats and will retire from business owing to ill health.

Brown City—F. C. Haines has purchased the drug stock of C. H. Trumble and will continue the business.

Adrian—C. G. Stadler & Co. have opened a grocery store at the corner of Tecumseh and Erie streets.

Big Rapids—Teachout & Kamp have engaged in the dry cleaning and dye business at 425 Marion avenue.

Perry—Burglars entered the L. A. Brown grocery store and carried away considerable stock and \$8 in cash.

Prescott—J. C. Weinberg, banker and dealer in vehicles, wire fence, etc., dropped dead while at supper Oct. 19.

Sault Ste. Marie—Fire damaged the Daniel Young grocery stock and store building to the extent of about \$7,000 Oct. 15.

Pentwater—Burglars entered the C. F. Lewis hardware store Oct. 13, taking considerable stock and about \$10 in cash.

Thompsonville—Charles Merithew has sold his stock of general merchandise to D. W. Conine & Son, of Wexford.

Riverdale—Fred Reynolds is erecting a store building which he will occupy about Nov. 1 with a stock of dry goods and groceries.

Vernon—The A. M. Aldrich Co. is closing out its stock of groceries in order to make more room for its dry goods and shoes.

Ishpeming—Thieves broke into the warehouse of the A. W. Miles Mercantile Co. Oct. 16 and carried away twenty-five dressed chickens.

Camden—Charles Howald has sold his stock of dry goods and shoes to Clyde Douglas, recently of Ray, Ind., who will continue the business.

Battle Creek—A. F. Larmour, who conducted a drug store at Fenton, has removed his stock to Urbandale and will continue the business.

Battle Creek—Doc Quinn and Art Simpson have formed a copartnership and engaged in the cigar and tobacco business at 31 East Main street.

Three Rivers—J. H. Brast has opened a tea, coffee, spice and butter and egg store on Penn street, under the style of the Gem Tea & Coffee House.

Freeport—L. B. Rumsey has sold his furniture and undertaking stock to Lyman B. Lester, recently of Greenville, who has taken possession.

Battle Creek—Pinch & Hall have added a line of millinery goods to their stock of general merchandise, at the corner of Roseneath and Oneita streets.

Pigeon—The Pigeon Co-operative Store has been incorporated with an authorized capital stock of \$5,000 of which amount \$300 has been subscribed.

Muskegon—John R. Eaid, Charles A. Anspach and Albert M. Eaud have engaged in the wholesale hay business under the style of the Eaid Commission Co.

Gaylord—The Saginaw Wood Products Co. has filed an involuntary petition in bankruptcy. Vincent D. Ryan, of Bay City, has been appointed receiver.

Riverdale—L. Houck & Son, dealers in general merchandise, are erecting a store building which they will occupy with a stock of agricultural implements.

Calumet—The George Anticho & Co. confectionery and cigar store on Sixth street was entered by burglars Oct. 18 and more than \$100 worth of stock taken.

Jackson—E. H. Oversmith, manufacturer of auto trailers, has removed his plant from Brooklyn to his new factory at the corner of Francis and South streets.

Big Rapids—The stockholders of the F. G. Osborne Co. have re-organ-

ized and the business will be continued under the style of the Osborne Mercantile Co.

Lansing—Justice Haight has sold his cigar and tobacco stock to Thomas Blizzard who will continue the business at the corner of Washington and Franklin avenues.

Deckerville—A. R. Conrad & Son, formerly engaged in trade at Forrester, have purchased the I. J. Jewell stock of general merchandise and will continue the business.

Hillsdale—Burglars entered the Rochester Clothing Co. store Oct. 15 and abstracted stock to the value of several hundred dollars, but overlooked about \$160 in cash.

Holland—Burglars entered the book and stationery store of Henry R. Brink and carried away his entire stock of cameras and fountain pens. The loss was over \$600.

Manistee—Hugh McKenzie is closing out his stock of dry goods and will retire from business. Mr. McKenzie has conducted the store for the past twenty-two years.

Royal Oak—The Royal Oak Ice & Produce Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$4,500 paid in cash.

Manistee—The Staffeld & Thompson Co. has been incorporated with an authorized capital stock of \$2,600, all of which has been subscribed and \$100 paid in cash and \$2,500 in property.

Armada—C. H. Castle has sold his interest in the Torrey & Castle meat stock to Walter Ducker, formerly of Columbiaville and the business will be continued under the style of Torrey & Ducker.

Petoskey—E. M. Martin has purchased the interest of his partner, William Howe, in the Martin & Howe grocery stock and will continue the business under the style of the Martin Grocery.

Boyne City—O. T. Johnson has purchased the interest of his son, Worth, in the O. T. Johnson & Son stock of general merchandise and will continue the business under his own name.

Petoskey—Boyajian Bros. have sold their ice cream parlor and confectionery stock to Z. C. Bockes, who will continue the business at the same location under the style of the Model confectionery store.

Edmore—Mrs. A. M. Pierce, who has conducted a dry goods, clothing and shoe store here for the past twenty-six years, has sold her stock to A. E. Stewart, formerly of Pigeon, who will continue the business.

Kalamazoo—Tomashifsky & Lyslichoci, grocers at 517 East Main street, have dissolved partnership and the business will be continued at the same location by Albert Tomashifsky, who has taken over the interest of his partner.

Benton Harbor—Edward Clauser and William Caugherty have formed a copartnership and purchased the stock of the DeLuxe branch of the Columbian United cigar store and will continue the business under the same style.

Traverse City—John A. Burfiend and the Misses Ella and Lottie Swan have formed a copartnership and engaged in the grocery, dry goods and delicatessen business at the corner of Front and Cedar streets under the style of B. & S. Co.

Holland—James Schuiling is erecting a cement block store building which he will occupy with his stock of groceries about Nov. 16. Mr. Schuiling will add lines of dry goods and produce to his stock when he occupies the new building.

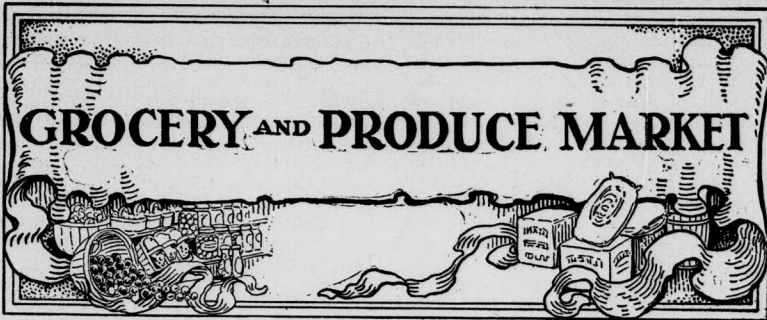
Charlotte—Because the officers have been unable to find Floyd W. Parks, an erstwhile Eaton Rapids druggist, the case against Walter Linsley, charged with burglarizing the place, has been held up temporarily, although Prosecuting Attorney Boyle offered to proceed with the trial. Parks bought the C. O. Palmer store on a contract, but last week Palmer again took possession.

Jackson—On complaint of Gerry C. Allen, a warrant was issued yesterday morning for the arrest of Robert Henderson, charging him with arson in setting fire to a grocery store at the corner of Francis and Franklin streets a year ago last July. The building is one which had suffered from fire several times. It was once occupied by a bakery. A part of it was recently rebuilt and is again occupied as a grocery. From the information the authorities have in the matter it appears Mr. Henderson sold the store to Mr. Allen. The latter later claimed Mr. Henderson had made some misrepresentations to him in the deal and Mr. Henderson agreed to call the deal off and take the property back. The insurance policy which Mr. Henderson had taken out on the store had not been transferred to Mr. Allen, and the suspicion on which the prosecution is based is that Mr. Henderson set fire to the store to collect the insurance in order to settle with Mr. Allen. It being a small grocery and with a light stock of goods not a great amount of insurance was carried, but the insurance company refused to pay it for the reason, it is said, that the property was burned for the purpose of collecting the insurance. The prosecution claims to have proof that Mr. Henderson was seen coming from the store in the night but a few minutes before the blaze was discovered.

Fred R. Dodge, formerly proprietor of the Plainfield avenue department store and for the past seven years a traveling salesman for the Hume Grocery Co., Muskegon, has succeeded Dana Stowell in the dry goods and grocery business at Comstock Park.

Henry and John J. De Wit, formerly employed in local furniture factories, have engaged in the hardware business at the corner of Godfrey avenue and Burton street. They will carry on a rush seat manufacturing business in connection with the store.

Fred J. Boyd, formerly of Kalkaska, has succeeded William P. Workman in the grocery and meat business at 1415 Coit avenue.



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 \$3 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu.

Butter—Receipts of strictly fancy creamery grades are light. The consumptive demand is good. The market is unchanged from a week ago. The quality and make are about normal for the season and the market is in a healthy condition on the present basis of quotations. If there is any change in the near future, it will be for a slight advance. Fancy 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.

Cauliflower—\$1.25 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, \$1.50 per box.

Celery—18c per bunch.

Cocoanuts—\$4.25 per sack containing 100.

Crabapples—\$1.25 per bu. for Hybrids.

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

Cucumbers—65c per doz. for select; \$1 per bu. for large.

Eggs—Receipts of new-laid are very light. The market is firm at 1@2c per dozen over a week ago. There are considerable eggs arriving that are not strictly fancy and have to be sold at relatively lower prices, according to quality. Storage eggs are steady at prices ranging about 5c below the price of the fresh, and the market is in a healthy condition on all eggs. If any change occurs in the near future on storage eggs, it will likely be a slight advance. Local dealers pay 24@25c for candled fresh.

Grapes—8 lb. baskets command 15c for blue varieties and 20c for Delawares; 4 lb. baskets crated in dozens command \$1.50 for blues and Niagaras and \$2 for Delawares; blue grapes in bulk, 90c 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—Californians are slow sale at \$4.50 and Verdellis at \$4.

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—Californians are in ample supply at \$3.25@3.50.

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.

Pieplant—75c per box.

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

Potatoes—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 11c for broilers; 10c for fowls; 8c 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—90c per bu. for ripe and 50c for green.

Turnips—50c per bu.

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

Wax Beans—\$1 per bu.

G. Adolph Krause, Samuel Krause, William Logie, Frederick Riechel and D. T. Patton are in Chicago in attendance at the annual convention of the Western Association of Shoe Wholesalers, of which G. A. Krause is President. Lee M. Hutchins leaves this evening for Chicago, where he will talk on the Almighty Dollar before the shoe jobbers at their banquet at the Hotel La Salle Thursday evening.

Gould, Liebler & Co. have succeeded C. T. Noggle & Co. in the grocery business at 427 Jefferson avenue. Mr. Liebler was formerly employed by the Grand Rapids & Indiana Railway. His wife is associated with him in the business.

Harry B. Elhart and son, Benjamin, doing business as H. B. Elhart & Son, have succeeded F. K. Finch & Co. in the grocery and meat business at 1701 Lafayette avenue.

The Grocery Market.

Sugar—Refined grades are weaker and lower. Eastern refiners are quoting granulated as low as 5.90c, f. o. b. New York. Local jobbers are offering cane granulated at 6.39c, Grand Rapids basis, and beet granulated at 6.29c, same basis. The first carload of beet sugar to reach this market was received by the Judson Grocer Co. from the Holland Sugar Co. this week. The United Kingdom is taking sugar to eke out its own refining capacity, but there is no desire to anticipate the future, though if the reaction should continue quite an active movement might develop. Europe will not plant beets to any extent next year, and in any event Great Britain will be compelled to have recourse to Cuba for a portion of its needs. This will tend to advance the price of raws to American refiners. Javas have been taken by the United Kingdom and will not be available. The efforts of Austria to ship to this country have been fruitless owing to the unwillingness of sellers to take the risk of capture by British ships.

Tea—Japans are in fair demand and prices are firmly maintained. Late pickling are held at 3@5c advance over last year. Shipments from the Far East are coming forward in better volume, with the exception of Ceylons and Indias, which are very much delayed in consequence of which stocks in this country are greatly depleted with prices exceptionally high. Chinas and Formosas hold firm at advanced prices. The local tea market is quiet and orders are only for immediate wants.

Coffee—Practically all grades of Rio and Santos are in buyer's favor. Mild coffees are also unchanged and quiet, the tendency being easy. Java is unchanged and fairly steady. Mocha shows further declines. The market is now 6c per pound below the highest war price.

Canned Fruits—Apples show no established change, but the market is easier and there are rumors of low offerings. California canned goods are unchanged and quiet. Small staple canned goods unchanged at ruling prices.

Canned Vegetables—The tomato market has literally gone to pieces. If the packers are telling the truth, present prices are below the cost of production. The decline is due to the fact that so many packers are pressing to sell. Demand is fair at the decline. Corn and peas are unchanged from a week ago.

Canned Fish—Salmon is unchanged from the opening and is in quiet demand. Imported sardines show no improvement as to supply, and are still scarce and high. Domestic sardines, on the contrary, are weaker, as the catch improves. The price shows no quotable change, however, from last week.

Dried Fruits—The crop of Persian dates this season is reported to be considerable shorter than that of last year but of excellent quality. Spot dates are fairly active and firm. Stocks of Fards remaining on the spot are small, and the supply of Hallowees

and Sairs is limited, while Khadrawees seem to be exhausted. Currants are still unsettled and easy on the spot owing to additional arrivals, but advices from Greece reflect a firm feeling among holders on sound Amalias free from rain damage. California raisins remain dull on the spot, and there seems to be little if any demand from this quarter for shipment from the Coast. However, the market remains steady on the basis of the Associated Company's quotations on strictly standard Muscats and seedless varieties. No interest seems to be manifested by local jobbers in f. o. b. Coast offerings of California prunes. The market has an easy undertone and prices are nominal. Apricots are dull and easy in the absence of expert demand and the indifference of home buyers. Peaches are neglected and easy, although many of the growers are said to be reluctant to meet the prices at present obtainable. Citron and peel are active and firm.

Rice—The market is quiet and uninteresting, there being merely a routine movement reported in the trade. The same lack of active interests on the part of distributors is noted, they being supplied for the present with new crop and preferring to hold off in the hope of prices receding. The situation in the South is still unsatisfactory, owing to the deadlock between the miller and the planter.

Molasses—The market is quiet and steady. Distributors are taking supplies for current needs but new contracting is light. The tendency is to wait for the new crop which promises to be larger than seemed possible a few months ago, the decline in raw sugar making for less 96 degrees test. Blackstrap is dull, at quotations.

Cheese—The market is firm at the recent decline. Stocks are a little larger than they were a year ago, owing to considerable Wisconsin cheese being sent to the East. It is reported that the English government has taken considerable cheese off the market the past few days, which has stimulated the market to some extent, and the market is firm at this time and likely to advance.

Provisions—Everything in the smoked meat line is about ¼c lower. Pure and compound lard are unchanged. Canned meats, dried beef and barreled pork are unchanged. No change is expected in anything, excepting smoked meats, which are likely to have a further decline of about ¼c per pound.

Salt Fish—The demand for mackerel is only fair. The only grade which is figuring to any extent is Norways. Cod, hake and haddock are unchanged and quiet, prices steady to firm.

C. J. Brouwer & Son, grocers at 108 Hall street, succeed Mathew Scheiern in the grocery business at 1355 Jefferson avenue. They will continue their Hall street store.

Cornelius Haan, of Haan & Hartger, grocers at 966 Godfrey avenue, ran against a hydrant recently and injured one leg so seriously that he is now confined to his bed.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 20—Hugh Whitwell, proprietor of the Hotel La Claerc, St. Ignace, left last week for Rochester, Minn., where he is to have an operation at the Mayo Bros. institute.

Clinton Collins, one of the Soo's candy kids, made an extended trip throughout the river district last week. In making an auto run from DeTour to Raber, Clinton tried to take the championship away from Homer Linsay, Michigan's famous wing shooter, but brought in ten less partridge than Linsay's record on the same territory. Mr. Collins reports one of the best business trips the new firm has enjoyed since starting in the confectionery business two months ago. Mr. Collins holds the record for getting easy business, as he is one of the few traveling men that trade is always pleased to meet.

Bankruptcy proceedings in the Upper Peninsula show that financial conditions among our merchants are exceptionally good. This is, indeed, pleasing news to merchants of the Upper Peninsula. The merchants have prepared themselves for the present conditions for some time and have been very careful in extending credit, which accounts largely for the conditions mentioned.

The body of John Linsay, who died from exposure, was found last week near Eckerman. It was learned that Linsay, who was employed at a cedar camp twelve miles from Eckerman, came to the camp Saturday, leaving it Sunday evening. His failure to appear Monday caused a search and the body was found one mile from the camp. He was 60 years old. An effort is being made to locate relatives. It is thought that he had some living near Cheboygan.

The wolf stories are becoming more famous each week in this vicinity. The latest came from I. S. Thompson, who resides two miles south of Wellsburg, who brought in the pelts of four timber wolves to County Clerk Parsille and received \$30 in cash for each pelt, making a total of \$120. The wolves were caught in traps in the vicinity of his home, making in all seven of these animals caught since last June. Mr. Thompson declares that he thinks a decrease in the number of deer in this country last year was caused by the wolves becoming more numerous.

That it does not pay to skip board bills can be vouched for by Emil Takala and Warner Vesa, who purchased tickets last Tuesday at the union station here for Seattle. The two men were taken into custody by Sheriff Bone just as the South Shore train was leaving Brimley, the first stop after leaving the Soo. They were brought back on the late train and were lodged in the city jail, where they will be given an opportunity to settle before continuing their journey. The proprietor of the hotel received a tip the afternoon of the departure that preparations were being made. When they failed to call at the office before leaving, the landlord called at the union depot just in time to see the train pulling out with his two boarders, who were rejoicing at their easy get-away. The landlord retraced his steps to the county jail where he informed the deputy of the case, who got busy on the phone with the agent at Brimley and notified the sheriff, who happened to be on the train at the same time. Accordingly the sheriff got full details and when the train pulled into Brimley, he had little trouble in identifying the skippers, with the result mentioned.

Miss Jean Taylor, Pickford's popular telephone operator, has resigned her position and returned to her home at the Soo. She will be greatly missed by the general public, as she

was considered one of the best operators in this neck of the woods.

Farmers at Rosedale are rejoicing over the potato crop this year, which is reported to be the largest in many seasons.

The grocery and meat market of Harper & LaLonde was destroyed by fire last week. Both of the proprietors were away at the time, Mr. Harper being down the river on a fishing trip, while Mr. LaLonde was at Saginaw for the purpose of bringing back his family to locate over the store, which had recently been remodeled and made ready for occupancy. The fire, which started about 3 o'clock Sunday morning, still continues to be a mystery, as there was no one about the premises and everything was left in safe condition Saturday night. The building was insured for about \$1,300, while the loss is estimated at \$4,000.

J. L. Sandleman, proprietor of the Fair, announces that he intends to close out his entire stock and retire from retail business. Mr. Sandleman has in his business career in the Soo made many friends and won a reputation for square dealing which accounts for his building up the large trade which he has enjoyed for many years. Mr. Sandleman has not as yet decided as to his future intentions, but it is hoped that he will still remain in the Soo where he is so well known.

Mrs. F. C. Robbins, wife of Forest C. Robbins, for many years clerk in the Soo Hardware Co., died at her home last week. Besides her husband, she leaves one daughter, Myra. Mr. Robbins and daughter have the sympathy of their many friends. The deceased had endeared herself to many friends who had known her since childhood.

Thornton A. Green, President of the Upper Peninsula Development Bureau, of Ontonagon, was a visitor here a few days last week in the interest of the organization. Mr. Green is enthusiastic over the progress made by the Bureau during the past week in boosting Cloverland agricultural possibilities and says the outside world is looking on the Upper Peninsula as an unusual wonderful farming center. Prof. L. H. Wood, of the Department of Geography in the Western State Normal School, at Kalamazoo, has issued a book which will be used as a text book in the schools of Michigan and will, undoubtedly, lead to much broader knowledge of the Upper Peninsula in the minds of the next generation. More than half of the illustrations are scenes in Cloverland and the descriptive matter does full justice to us. It will also be noticed that in the recently published book on Michigan which has been issued by the Public Domain and Immigration Commission, Lansing, more than two-thirds of the illustrations are furnished by the Upper Peninsula Development Bureau, and on fifty-four of the 178 pages there is mention of Cloverland. These publications are the result of much thought and careful planning by the office of the Bureau, who have ample cause to feel proud over its work.

Dick Reinhart, proprietor of our brewery, an all around hustler on making one of his flying auto trips throughout the country last week finished up with many narrow escapes and no serious accidents, although he had a close call when completing his tour Friday of 160 miles. In company with Gilbert Mixture, a popular mixtermist, he made the record business and hunting trip combined in his 60 horse power runabout. Dick's guest tells of shooting several partridge while traveling at a rate of from 30 to 60 miles per hour, waiting until the birds were in the middle of the road in line with the auto, so that they would drop in their laps without stopping the auto to pick them up. Everything went well until

on coming into the Soo, when a soft front tire caused the machine to swerve to the right just in front of the Wynn apartment building, striking one of the span wire posts of the street railroad company. Mixer kept right on going over the dash a considerable distance, striking the pavement and sustaining several bad bruises about the body and also three fractured ribs. He is still alive and able to walk around in his apartment at this writing. Dick stuck to the ship with a strong grasp on the steering wheel, which saved him from following Mixture to the pavement. Dick can still do business, as he can talk without using his wrists. Dick states that he was thankful that the machine was not a ford, or there would have been more or less damage done. Except for a few broken lamps and bent mud guards, the machine is not otherwise injured. Dick declares this must have been his hoodoo week, as he had to decline an invitation for another duck hunt for next week. Last Monday he met with an accident at Munuskong, while in a boat hunting duck, which was capsized, putting Dick and his friend into the icy water. Prompt assistance was rendered him by W. J. Bell, another of Soo's noted duck hunters, who heard the cry for help and went out in a boat and reached the struggling men just in time to divert a disaster. Dick lost all his bait, but was thankful to recover his gun, which was held in the bottom of the boat. Dry clothes were furnished them by other hunters at Munuskong and Dick looked like a full fledged native of the woods in the garb when he arrived home to tell the tale, and is ready for any bet that he can get that the Munuskong water this season of the year was as cold as Greenland's icy waters, while Mr. Mixture will vouch for the hardness of the Ashmun street pavement.

William G. Tapert.

Mighty Madcaps From Muskegon.

Muskegon, Oct. 19—On account of our last mail arriving in Grand Rapids late our usual bulletin was not published in the Tradesman last week.

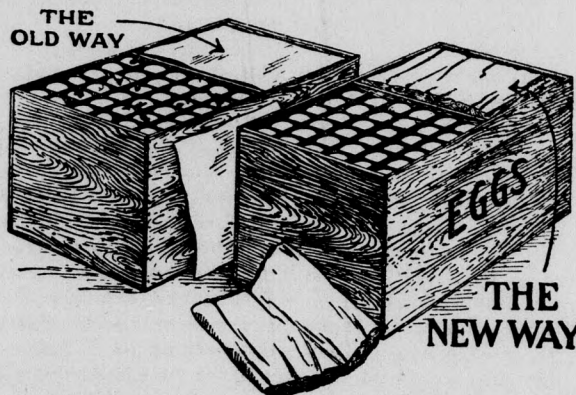
Our get-together meeting was a great success. It rained all evening, but that did not prevent thirteen good members of 404 from showing up with their ladies. While we were engaged in our peaceful pursuits of labor, a knock came on the door and one of the surprises of the evening awaited us. Thirteen hale and hearty Bagmen from Grand Rapids were without in full uniform. To say that we were glad to have these boys with us would be putting it mildly. All of the Bagmen from (we don't remember the rest of their title) remarked how much nicer it would be if some 404 boys would come on December 12 to Grand Rapids to be annointed. By the smiles on their faces and bulging pockets we took it for granted that Grand Rapids enjoyed themselves, had all the applications that could be had and all the money in sight. You know they are noted for that last remark.

Ernest Welton and E. P. Monroe headed the committee for entertaining the ladies. We don't know of any one else who could have done better. Herman Anderson, Harold Foote, Jay Lyons and the writer were the hash slingers. Everyone liked the large sandwiches the kandy kid made. The bread slices were about two inches thick while the ham was hardly noticeable. Herman said if we fed the ladies too good, they would never get supper at home on meeting nights. A. W. Stevenson gave the ray of hope lecture for the benefit of the ladies, which was greatly appreciated. Some of our members promised to come again, even if we did not feed them. After everyone voted this meeting a dandy time for all we vamoosed about 11 o'clock.

Peter Rose (Walker Candy Co.) is

Prevent Breakage by Using Egg Case Cushions

We Have Them. Do You Want Them?



The above cut shows, First, the former method of packing Eggs—with a simple hard board at top and bottom of cases, resulting in a great deal of breakage before reaching destination.

The second cut shows Eggs packed in case with an elastic Excelsior cushion in top and bottom of case to absorb the jar—thus carrying contents safely to destination. These cushions are constructed from Odorless, Basswood Excelsior and enclosed in the best quality of manila paper the exact size of case. They supplant the loose excelsior formerly scattered unevenly between the board and outside of case. Our cushions are well filled with excelsior, evenly distributed throughout the cushion we now offer, which assures safety in shipping.

One egg saved in each case will pay for the packing, and, as they can be used several times, by careful handling, the economy is immediately demonstrated. This, in addition to time saved in packing. A number of large egg packers have already adopted their use.

Being inexpensive, most effective and insuring safe delivery to customer, why not ask for enough samples to pack a case and see for yourself?

Samples and prices can be obtained from any of the following addresses:

Excelsior Wrapper Co.	-	-	-	-	Grand Rapids, Mich.
Excelsior Wrapper Co.	-	-	-	-	Sheboygan, Wis.
Excelsior Wrapper Co.	-	-	-	-	224 West Kinzie St., Chicago, Ill.

Our Facilities are such that Promptness is our slogan.

sick at the Hackley hospital. Pete will be glad to see any of the boys. Muskegon Heights is breaking ground for a bank building.

The Enterprise Brass Works of Muskegon Heights are going to move to Muskegon.

One of our members who is well acquainted with the hardware trade in Western Michigan is out of a position. Any one knowing of a good job open for a good steady worker, please communicate with the writer at Muskegon.

All Muskegon banks are giving apples away and asking all to buy a barrel of apples. On account of the war there are many more apples than we need. Won't you, kind reader, help the apple farmer and buy a barrel of apples?

This is the season to take your overcoat out from the moth-balls.

An adding machine factory is a new industry secured for Muskegon. This factory has a patent on a machine which is claimed to be very popular throughout the country. It is capitalized at \$200,000 and expects to begin operations soon with a force of fifty men.

Question: Why isn't some one smoking Leo Spellman's (Shelby) cigars?

Answer: Because Leo does not pass them out.

Wafted from Grand Rapids it is claimed that Jim Goldstein used to sell peanuts and popcorn on Pearl and Mogro streets. As the writer intends to be in Grand Rapids on Dec. 12 to join the Bagmen, would Goldstein please dig up that suit, so we can show what a success you have made?

S. D. Guy, of Coloma, believes in seeing America first. Mr. Guy is on a trip through the West. He intends to go through Denver, Hot Springs and end his trip at Seattle.

E. L. Leland, President of the Leland department store, at Saugatuck, has motored to Indio, Texas, which is about forty miles from Eagle Pass. T. W. Leland, father of E. L., and J. Zwemer, the real estate man, were in the party. T. W. Leland owns a ranch at Indio and goes there every winter. We hope the party has a pleasant journey and finds the climate a little warmer there than at home.

The coal man says prepare for a cold winter.

Another question coming before the voters on the next election besides the proposed insurance amendment which all our friends are going to vote NO on is, Should a traveling man or student be allowed to vote away from home? There is no reason why we as travelers should not be entitled to the ballot because it is impossible to be home during election. We will ask all our friends to do what they can and try and have this amendment passed.

Those traveling South for the winter should be selecting their outfits. Milton Steindler.

Gullible Farmers Inadvertently Sign Notes.

Menominee, Oct. 20—Menominee county farmers have become shrewd enough through experiences costly and otherwise, to throw from the premises smooth tongued salesmen for stocks in a gold mine, but when a "road orator" approached them on the subject of purchasing clothing at a ridiculously low price, they "fell" before his persuasive tongue. As a result the ones who made the purchases, are seeking legal advice to clear them from the responsibility of a note which they inadvertently signed while placing their names to the order for the clothes.

Some of the farmers in this vicinity have during the past few weeks received letters from a law firm in a neighboring city, stating that it has for collection a note amounting to a certain sum of money and which note, together with the interest is now due and that, if said note is not paid at once, legal steps will be taken to enforce collection. The letter states that the note was given to a certain mercantile company which, in turn, sold it to a firm in Chicago who is an innocent holder of the note.

Upon enquiry it was found that sometime during last summer an agent was traveling through this township selling cloth suitable for men's and women's wear. The prices were so ridiculously low and the samples of cloth so exceedingly fine that many farmers bit on the hook. An agreement was presented to the customer to be signed by him and the agent that the company would make the cloth ordered into any garment desired, such as coats, trousers, overcoats, jackets, capes and similar wearing apparel upon a small extra charge from one to three dollars per garment payment to be made on receipt of the goods, if such were found to be satisfactory, otherwise not.

On the arrival of the notices from the law firm, the farmers began to wonder why notes were to be collected, especially when none were signed nor any garments received. One farmer visited the law firm and ascertained that when he signed the "agreement," the note was under the same with a piece of copying paper between them and in that manner his name was written on the note which is now in the hands of the law firm for collection.

Interesting News From an Interesting City.

Owosso, Oct. 19—The regular meeting of Owosso Council, No. 218, was well attended. Under the head of new business and good of the order, a committee was appointed to start something, as the traveling men and their wives are of that staid personality that we do not attend dancing parties. Neither do we play rum. The committee decided to open the season's festivities with a pumpkin pie festival and domino par-

ty. Any traveling man who has been on the road a week or longer and understands the mechanism of building a Jack O'Lantern and can induce his wife or best girl to manufacture a pumpkin pie, like mother used to make, has a passport to this particular function. Sweet cider, doughnuts and cheese will be furnished by the committee. Outside commercial men who are not tied up with other affairs on the evening of Oct. 30 will be made welcome.

The street paving is now finished for this season and it certainly gives our little city a more up-to-date and enterprising appearance than it has worn for several months. We now have a good serviceable brick pavement that will answer all purposes for all kinds of vehicles, pedestrians, notwithstanding we have read of another city whose streets are paved with gold.

N. B. Smith, of Durand, has entered into the spirit of window decorations and when he has completed his exhibit of corn stalks, pumpkins, Jack O'Lanterns and household display of goods Made in America, he will cause some of the larger stores in larger cities to sit up and take notice.

Speaking of clean beds, clean towels, good chuck, fire escapes and a sort of feel-at-home atmosphere, don't go out of your way to dodge pa and ma Beardsley at the Perrinton Hotel.

The new up-to-date bungalow of J. D. Royce, the Doubting Thomas of Corunna, is nearing completion and is a peach. It lacks, however, a few embellishments such as a sun parlor, a cupola and a mortgage.

John McDonald, after reading the slogan of Lansing grocers, was down town yesterday trying to sell his dog.

We notice Jim Goldstein punctuates his articles this week with epigrams and aphorisms. Put in some more, Jim, they are good gravy.

What's become of Bill Devereaux, of Port Huron? Come on, Bill, if news is scarce write up the life of Harry Irving. I guess that would make good reading.

Don't forget to vote NO.

Honest Grocerymen.

Boomlets From Bay City.

Bay City, Oct. 19—At the memorial services held by Bay Council, No. 51, yesterday, we learned that only six members have died since the Council was instituted, more than twenty years ago. This fact indicates that our Council has been very fortunate in the selection of members. What will the harvest be during the next period of twenty years?

The memorial address delivered by Rev. E. M. Moore was interesting and instructive. The music furnished by Prof. Gauthier, assisted by Miss Dawson and Mr. Greenberg, was excellent.

Ralph R. Burrington, a member of our Council, was badly injured last

Monday at Merrill. Mr. Burrington, who is employed by a Saginaw lumber company, was inspecting logs which were being unloaded from flat cars and piled alongside of the tracks where the accident occurred. The tongs that were fastened to a log did not hold and the log fell striking Mr. Burrington on the head. Those who witnessed the accident state that it was a very narrow escape from instant death. He was taken to the Saginaw hospital and at this writing it is thought that he will recover.

R. S. Richards, with the Illinois Powder Manufacturing Co., was badly injured at Rose City last week. He fell through an open cellar door and one finger was broken, wrist sprained, back wrenched and he was badly shaken up generally. Dick being so badly injured, is positive proof that he was sober when the accident occurred, because the immunity of a drunken man from injury is proverbial.

One thousand, six hundred and eighty people came to Bay City on a special train on the Detroit, Bay City & Western Railroad last Wednesday.

W. J. Barth, 462 Gratiot avenue, Detroit, has recently enlarged his store and now has an up-to-date shoe store.

The R. K. Smith Shoe Co., 598 Dix avenue, same city, opened a branch shoe store on Mack avenue about three weeks ago and reports satisfactory business.

The burned district of New Haven is being rebuilt rapidly and a better class of buildings will replace those burned.

Chas. F. Kielblock, New Haven's veteran shoe merchant, is erecting a large brick block. He states that his object is to get rid of his surplus money.

E. J. Van Sickland, general merchant at Clifford, visited Detroit on Monday.

The open season for killing hunters is bringing the usual results.

The name of Theodore Odell, West Branch, was last week added to the list of those instantly killed.

Pub. Com.

A Kind Heart.

The old gentleman had watched with interest the tramp running after the dog to whose aail was tied a can.

When the tramp had relieved the canine of the package, the old gentleman called him to his side, handed him a quarter, and remarked: "I was glad to see you take pity upon that poor brute and relieve him of the can the boys had tied to his tail. It shows an unusually kind spirit."

The tramp pocketed the coin.

"Sure," said he "that was my can. Some kid swiped it and tied it on to the mutt!"

Quaker Coffee is Renowned--- Excellence in Every Pound

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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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.

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Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 21, 1914.

BETTER WAY FOR GERMANY.

The defenders of Germany have asserted that the present war was undertaken not for the purpose of aggression or for the expansion of the Empire, but in order to defend German territory and "the civilization of Europe" against the risk of Slavonic domination. Something in the way of foundation could have been secured for this contention if the German campaign had been started on a different plan and its first operations had been directed eastward instead of westward.

Suppose, for instance, that in place of hurling the bulk of its magnificent army in fierce onslaught to crush France and, incidentally, to desolate Belgium, which she had sworn to protect, Germany had placed on its western frontier merely an army of defence, and had utilized the main force of its great fighting machine against Russia. It seems almost certain that her position, from a military point of view, would to-day have been very much stronger.

In our own Civil War, which was fought through with muzzle-loaders, it was our experience that the army attacking an intrenched or even a well-selected position, lost, as a rule, from three to four times more men than were lost by the defending force. To-day, with the rapid-firing and far-carrying breech-loaders, and with the much more effective artillery, the advantage for the defenders is enormously increased.

It is probable, therefore, that an army of 500,000 men placed on the well-fortified western frontier of Germany would have proved sufficient to withstand any attacking force that France, acting alone, would have been able to bring together.

If France, in connection with her obligations to Russia, and her hope of securing the return of her old provinces, had felt compelled to enter the war, she would have been under the necessity of acting as an aggressor. In this case, she could hardly have counted upon the support of England, while the plucky men of Belgium, who are now fighting for their homes, for liberty, and for life, would not have placed themselves with the enemies of Germany.

Italy, which has denied any obligation to support Germany in a "war of aggression," might have found it difficult to refuse aid to defend from an invader the territory of her old-time ally.

Under such conditions, the Kaiser would have been free to carry out in full and effectively his promise to stand in "shining armor" by the side of Austria (which has certainly been very much in need of larger co-operation), and the task left for Russia might easily have proved too great for her huge armies.

In entering the war in this fashion, Germany would have saved herself from the acts which have brought upon her the condemnation of public opinion throughout the world. There would have been for her no "necessity" of trampling upon her treaty obligations to protect Belgium and Luxemburg. She would not have felt driven, under the necessity of furthering the cause of "civilization," to destroy universities and cathedrals, to burn towns, and to levy spoliation indemnities. There would also have been no requirement—one might perhaps better say no opportunity—for the annexation of the neutral state which she had agreed to protect—an annexation which will probably prove to be put temporary.

With a war so undertaken, Germany would have had fair claim to the support of public opinion throughout the world; and her good name would have been preserved for the generations upon whom will rest the task of maintaining and developing the Empire.

Louis XIV and Napoleon could afford to disregard public opinion; but the twentieth century has arrived at a different standard for national conduct, and when the war is over, it will be realized that the world's opinion counts not only for ethics, but for the shaping of the destinies of nations.

HINTS FOR HALLOWE'EN.

It is quite in order for the merchant to turn Hallowe'en, so abhorred by staid, easy going people of comfortable middle age, to a useful purpose. The Hallowe'en sentiment of frolic and mischief lurks in every young heart and in a good many old hearts that still have some share in the spirit of youth. Hence, a Hallowe'en window display in the last few days of October will attract attention, not merely from the young people, but from the grown ups.

For the grocer or the grocery department of the general store the Hallowe'en display will prove an especially good bit of business.

Numerous Hallowe'en accessories have been placed on the market in recent years, and these, while lending color to a display, are also good-selling merchandise. For instance, there are small "pumpkin head" and "cat head" figures, goblins, witches—mostly made to retail at 5, 10 or 15 cents. The merchant will find a pretty ready sale for them among the young people; and, as they are durable stuff, the left overs can be kept for future

decorating. A few of them in any event will lend color and attractiveness to the Hallowe'en display.

Added appropriate touches can be given by the use of a number of "ghost heads" cut out of pumpkins, for which purpose a large size pumpkin can be used as center-piece and small pie-pumpkins can be utilized in the outskirts of the display. For catchy night or dark weather effects, incandescents can be hung inside these pumpkin-heads, giving the familiar ghostly effects. The incandescents are safer than candles, although the latter can be used. Wax candles are a salable Hallowe'en accessory, by the way, and pumpkins for purposes of home decoration will be in good demand until the festive and frolicsome night of October 31 is safely passed.

To these harmless accessories to Hallowe'en enjoyment is due, in great part, the elimination of the old time boisterous Hallowe'en. The Hallowe'en party is displacing the Hallowe'en destruction, which respectable citizens were wont to dread. It is up to the grocer to cater to the Hallowe'en party and the window display, after attracting attention with its ghost heads, should proceed to "talk Hallowe'en" in the way of tangible—and edible—suggestions for the party.

What is good for Christmas is, generally speaking, good for Hallowe'en. Nuts, candies, oranges and bananas, apples and other fruits, are all in order. In many homes the "Hallowe'en cake" is now as much a fixture as the Christmas cake a few weeks later on. The window should remind the housewife of this, and display ingredients in the way of raisins, currants, peels and spices. Apple cider is also seasonable at this time of year. This part of the display can be showcarded "For the Hallowe'en cake."

Showcards should, indeed, be sprinkled liberally through the display. This form of Hallowe'en celebration, although growing in popularity, is in many homes still a novelty; hence, the suggestion from the merchant must needs be more direct than in his Christmas display, since Christmas traditions are thoroughly understood. "Why not a Hallowe'en party?" or "Give the children a Hallowe'en party?" is a good way to phrase the question, which a good many people, anxious to keep their mischievous youngsters out of harm's way, will answer with a joyous affirmative.

The detail of the window arrangement may be safely left to the imagination and ingenuity of the clever window dresser. Often it attracts added attention if a dummy figure is included, perhaps in some ridiculous posture of terror, or a Hallowe'en party may be shown, with dolls seated about a little table. The more of ingenious suggestiveness the merchant can put into his display, the stronger will be its pulling power.

The appeal is, primarily, to the young people, and they will do a great deal toward talking up the party idea throughout the community. A youngster, once he gets interested

in any subject, is a splendid advertiser and a good business-getter for the enterprising merchant who has managed to attract his attention. The fact that So-and-So is to have a Hallowe'en party will inspire a good many other children who have not been invited to envious emulation. The older folks will be directly interested by the display. The Hallowe'en party may mean a little trouble and expense in getting up, but it will help to keep their children at home on that last awful night of October—and that is worth something.

COFFEE WEEK.

This is coffee week. It clearly has great possibilities for every grocer and handler of coffee, and whether every grocer derives his share of benefit from it is largely in his own hands. If he quietly sits down and waits for the consumers to rush in and buy coffee on the strength of the "boosting" campaign of the roasters' committee, he will probably find the effort futile; if he does his share of "boosting" with his customers he can easily carry the campaign to every kitchen.

Intelligent people have long since agreed that the mere advertising campaign for a given end will not make the average consumer drink any more coffee, or eat any more canned goods, or consume any more apples, on a given day or week, than usual. If they care for coffee or canned goods or apples, they are probably using all they wish now, and unless their buying incentive can be sharpened by some intelligent, psychological appeal, the sales of the "boosted" article will not be enhanced.

But humanity is prone to forget. Consumers also get tired of certain foods and change occasionally. Perhaps they have wandered away from coffee. Perhaps some clever advertiser has frightened them against it. Perhaps an over-greedy grocer, or one with no real knowledge of coffee grading and blending and selection has gradually undermined the appeal of coffee by feeding them trash at a price. Perhaps they are not using coffee in as many varied ways as might be. All these are things which may have caused a falling off in coffee interest. And every one of them can be corrected.

The grocer has tremendous power with the housewife. Is he using it to aid in the cultivation of better coffee appetite? The roasters' committee never meets the housewife; all they can do is to furnish the grocer material with which to work. Together they can "carry the message to Mrs. Garcia," that she is losing a good guess in the matter of coffee. It is a message that will pay the grocer, it may please the consumer, and it will certainly do something to stimulate interest. It may not make anyone rich, but if there is anything in the power of concentration and of "a pull all together," coffee week furnished the vehicle for combined effort.

During the honeymoon the husband is a stimulant—but forever after a sedative.

OFFICIAL PREJUDICE.

Saccharin Has Not Been Given a Square Deal.

Saccharin was more or less accidentally discovered by a student at Johns Hopkins University in Baltimore, working under the direction of Professor Ira Remsen. From the time of its discovery up to the present time—that is, over thirty-five years—it has been quite generally used as a sweetening agent, with no single case of record during that time of its having done harm, but on the contrary, has been the means of prolonging life to many.

Early in the administration of the Food and Drugs Act of June 30, 1906, a pronouncement went forth from Washington, without any evidence to justify it, that saccharin in foods was a poisonous and deleterious ingredient. The manufacturers of saccharin naturally resented such a ruling and in due time the question as to whether or not saccharin was injurious was submitted to the Referee Board of Scientific Experts for solution. After this board had reported to the Secretary of Agriculture, a regulation (F. I. D. 135) was promulgated, signed by the three Secretaries of Agriculture, of Commerce and Labor and of the Treasury, prohibiting the use of saccharin as a sweetener in foods. When, however, the report of the Referee Board was made public, it was soon discovered that the regulation prohibiting the use of saccharin was not in accord with the findings of the Referee Board.

When the attention of the three secretaries was called to the fact the matter was again referred to the Board for the purpose of obtaining a clearer interpretation of its findings, and in a report made to the Secretary of Agriculture under date of January 13, 1912, the Board said:

"1. The findings of the Referee Board, based upon what would seem to be convincing, experimental evidence, are that small quantities of saccharin, up to 0.3 gram per day, are without deleterious or poisonous action and are not injurious to health. This being so, it would seemingly follow that foods to which small quantities of saccharin have been added in amounts insufficient to result in a daily intake of more than 0.3 gram—cannot be considered as adulterated.

"Admitting that large quantities of saccharin—over 0.3 gram per day—taken for long periods of time may impair digestion, such evidence cannot consistently be accepted as an argument in favor of the view that smaller quantities must constitute a menace to health. Common custom, for example, sanctions the free use of vinegar or dilute acetic acid as a preservative; yet it is well known that in larger quantity acetic acid is a dangerous substance. Common salt, while harmless when taken in small quantities, may become a serious menace to health if taken in larger quantities. The hydrochloric acid of the gastric juice is not only harmless but is essential for the welfare of the body, yet when its concentration is

increased beyond a certain point, it becomes a poison.

"2. The addition of saccharin to foods, in large or small quantities, does not, so far as the findings of the Referee Board show, affect in any way the quality or strength of the food."

The result of this report was a modification of the original regulation against saccharin, but still not in accordance with the findings of the Referee Board. This modified regulation (F. I. D. 142) was not signed by Secretary MacVeagh, who dissented.

The situation at present is that while the Referee Board found that saccharin in quantities up to 0.3 gram or 4.6 grains per day is entirely harmless and that in greater quantities taken over a long period of time it "may impair digestion," not necessarily does, but may, still we have F. I. D. No. 142, which prohibits the use of saccharin in all foods not specifically intended for those suffering from certain diseases. Is this not an absurd and ridiculous situation?

The use of saccharin as a sweetening agent is, of course, versus sugar and every argument against saccharin is an argument in favor of sugar. According to the statistics in the Department of Agriculture as to the total consumption of sugar in the United States, it is apparent that if all the sugar consumed in the United States for all purposes should be instantly displaced by saccharin, the daily per capita consumption would be less than 0.3 gram or 4.6 grains. Only a relatively small amount of sugar, however, has been displaced by saccharin and furthermore it is physically impossible to replace the sugar in many forms of food by saccharin. In such articles of food as bread, cake, candy, confectionery and ice cream saccharin cannot be used in place of sugar, because it lacks the body which sugar possesses and which makes the use of sugar more or less necessary. Saccharin is used only where it must be considered as a condiment, in the same sense in which salt or vinegar is used. A certain amount of sweetness seems to be desirable in such products, and it is immaterial whether that sweetness is produced by sugar or by saccharin; it is a condimental property of the product and merely forms part of the flavor.

It has been held that, because saccharin possesses no food value, it, therefore, reduces the food value of those products in which it is contained. There never existed, however, a greater fallacy. Such articles of food are never consumed for their food value. Who would think of eating catsup for its food value? Do we take a soft drink when the temperature is high because of its food value? Certainly not, because the greater the food value of a soft drink, the less desirable would it be as a refreshing beverage and as a thirst quencher.

The argument has been often advanced that saccharin was used because it is cheaper than sugar. While economy is no crime, yet saccharin was used when it was twenty times the price it is to-day because the

manufacturers found it to be a more practical and more desirable sweetening agent than sugar, for the reason just mentioned.

It takes approximately 3-10 of a grain of saccharin to sweeten a pound can of corn—you know that one pound contains 7,000 grains. Surely it cannot be considered that 3-10 of a grain in 7,000 grains add to or detracts from the food value of 7,000 grains, when such 7,000 grains or one pound can of corn is usually apportioned to four or five people at a meal.

In view of these facts, I do not hesitate to make the statement, without fear of its being challenged, that no person consuming an article of food containing saccharin will suffer in any way from a diminished food value.

In quantities up to 0.3 grams or 4.6 grains daily, it is positively harmless and in greater quantities taken daily over a long period of time it may impair digestion. Now 0.3 gram of saccharin is the equivalent of five and a quarter ounces of sugar in sweetening power. It is, therefore, impossible for anyone to consume in a day enough saccharin-bearing food to insure the consumption of 0.3 gram of saccharin. A person would have to eat about five pounds of catsup or ten cans of corn or drink about thirteen bottles of soft drinks before 0.3 gram saccharin had been ingested, and this diet would have to be kept up daily in order to get the maximum amount of saccharin that is harmless. The proposition is preposterous.

As a matter of fact, it is well known that saccharin is used by physicians as the sweetener in various forms of modified milks for infant feeding, where sugar has been found to disturb the delicate digestive apparatus.

The alarming increase in diseases of the kidneys, notably diabetes, is more or less attributable to the enormous consumption of sugar and other carbohydrates. The Medical Board of Life Insurance Companies reports that $\frac{1}{2}$ of 1 per cent of deaths of insured people are due to kidney diseases. To quote from the "Human Factor" for March, 1914:

"Last year approximately 100,000 Americans died from Bright's and other diseases of the kidneys. Standing alone these figures are impressive. Considering them in connection with two important facts, they become startling. These facts are:

"1. That fully 60 per cent. or 60,000 of these deaths could have been prevented or postponed for years if the presence of the disease had been discovered in its early stages. 2. That the death rate from these diseases is increasing at an abnormal rate—72 per cent. in twenty years and 23 per cent. in the last ten years. (In the registration area.)"

I quote Dr. Ayres from the New York World of June 6, 1911, in an article on Diet:

"Sugar does more harm than any other variety of food. Sugar has a tendency to ferment in the intestines before it has had time to be absorbed into the blood. This fermentation causes gastritis, enteritis and colitis."

Naturally, the remedy for these dis-

tressing conditions lies in a distinctly smaller consumption of sugar and other carbohydrates. But most people want some of their food sweet and here is where saccharin, a harmless, inert substance, steps in and becomes useful and desirable. If food sweetened with saccharin is healthful for those suffering with diabetes, gout or obesity, how in the name of common sense can it be held not to be good for those of us who have not yet acquired those diseases!

We hear it stated on all sides, and with perfect truth, that saccharin is a coal tar product, and the inference is drawn that that fact in itself is a most damning evidence against saccharin. From coal tar is obtained the liquid hydrocarbon, toluene, and from this by a series of complicated reactions is obtained saccharin. Because carboic acid comes from coal tar and because carboic acid is a poison, it does not in any way follow that every coal tar product is a poison.

The Supreme Court of the State of Missouri has just handed down a decision declaring invalid the law in that State prohibiting the use of saccharin in soft drinks. The decision was unanimous. The court said in its decision a person "would have to drink about thirteen bottles of soda water in twenty-four hours to get to the danger point in the use of saccharin. If such is the case, the amount of saccharin in defendant's soda water is not deleterious to health." Would not an excess quantity of sugar, salt or vinegar be also likely to do harm?

The Federal authorities have now under advisement an appeal from the Federal regulations now in force. This appeal is based on the Supreme Court's decision in the bleached flour case, which construed the intent of the National food law that it was the quantity of the product in a food which might be declared harmful and not the quality.

The manufacturers of saccharin desire only a square deal for their product. They ask that the use of saccharin be permitted in food products in such quantity as is without any doubt harmless to health—say one-hundredth of 1 per cent—and to have its presence clearly stated upon the label.

Thus a person would have to eat six and one-half pounds of foods sweetened with saccharin in a day and would have to maintain this daily diet in order to receive the maximum amount of saccharin declared by the Referee Board to be harmless.

The manufacturers ask only a fair deal, based on facts. They have not had fair treatment in the past, as we all know, possibly due to the lack of information on the product.

Charles E. Caspari, Ph. D.

Trouble in Sight.

Mrs. Newlywed—My dear, I want you to be perfectly frank with me now. What would you suggest in order to improve these doughnuts I made to-day?

Mr. Newlywed—Well, I think they would be better if you made the holes a little larger.



CLOTHING

Hats, Knit Goods and Furnishing Goods.

In Chicago, where foreign-made hats are sold in considerable numbers, retail hatters dealing in these goods are turning to the domestic market, now that further importation of European hats has been stopped by the war. The following paragraph which appears in an article from that city relating to conditions in the furnishing goods business, says:

"Hats are not so seriously affected. Many foreign-made hats are sold in exclusive shops, but these are largely sold because of the prevalent love for merchandise with a foreign label, rather than for any particular merit in style or quality. The hat industry of America can produce everything that the American can possibly require in the line of headwear."

The hat buyer for a prominent store in Detroit, having placed orders for foreign hats, is now endeavoring to have these orders filled by American factories. He has given up all hope of receiving shipments from abroad, as a shipment of Borsalina hats, due on July 15, had not put in an appearance up to September 1, nor had anything been heard from a consignment of English hats or some from Bavaria, all of which were due on August 15. Therefore, at a late date this buyer is compelled to turn to American factories which already are besieged with rush orders for goods, and he may experience some difficulty in getting his hats on time. Moral: Buy American-made hats in the first place.

The hat trade is interested in the announcement that a special agent has been appointed to represent this industry in Latin America. This man is B. Joachim, who is familiar with the hat industry, and he will leave soon to investigate trade conditions in South America. This appointment was accomplished through the efforts of Congressman Jeremiah Donovan, who made a formal request to Secretary Redfield of the Department of Commerce to despatch a special agent to South America for the purpose of gathering statistics relative to the hat market there, in order that manufacturers in the United States might have the benefit of such information. Hat manufacturers in this country are well pleased that someone is to be sent out in the effort to broaden the market for American-made hats and that their efforts and also those of Congressman Donovan have met with a favorable response from the Department of Commerce.

It is believed that the war in Europe will open to American manufacturers markets in various parts of the world which heretofore have been difficult of entry for reasons beyond their control. Good results from the investigations of Mr. Joachim are expected, as he is to make a thorough study of trade conditions and is to report to the manufacturers.

Concerning underwear in the wholesale market, slow ordering for spring, 1915, and scanty duplicating on orders for this fall now have additions in the way of uncertainties. There is the question of exports, which promises to be a matter of some importance when the present antagonists in European warfare will have settled their difficulties. The matter of imports of both underwear and hosiery is now a negligible quantity. There are other items for consideration, as might be expected, such as proposed cancellations of orders, prices affected by low cotton values, orders to hold back deliveries, etc., and the hope of a speedy settlement of all these matters has passed into the realm of speculation.

A familiar phrase to be heard in the wholesale underwear market is one which recites to the hearer the story that wool is going up and cotton is coming down; all the same, the simple mind will reason that we must continue to wear undergarments and hosiery and that a decidedly new phase of the subject has opened to the American manufacturers. Low tariff, foreign competition and their disturbing apparitions have lost their fearsome influences, and our domestic mills have their grand opportunity. The one obstacle in the way of their success as trade gossip says, would be the probable inability to secure dye-stuffs of fast color quality that have been coming from Germany. In that case, let them make their merchandise in natural color and bleach them white, and although underwear will not be badly affected by the want of dye-stuffs, hosiery will feel the effect very strongly in the fancy section. At the time of the generation preceding the one that is now in maturing manhood, white or balbriggan hosiery was the only wear. We can drift back to that if necessary, and men's white half hose was a fair selling feature this summer.

September was a "teaser" for underwear trade, from the commission merchant to the jobber and the retailer. The month opened warm. No demand for medium weight woolen garments from retailer or jobber;

then came a cold snap of almost a week and an awakening to the needs of the consuming public that brought rush orders from many sections, and these had been in retailers' distributing hands for only a few days when a warm manifestation of 80 to 90 degrees ensued that lasted almost to the close of the month. So there was a poor start for the retail fall season in the medium grays and naturals—a field that our domestic manufacturers can about control for themselves, now that Germany and France have other engagements.

The plain colors still preponderate in men's hosiery, and the "revival of fancies" is a notion that is swallowed, as well as many others, in the whirlpool that is sucking into its sanguinary embraces the industries of Europe. Plain the story must necessarily remain for a long period following the present final consumption of dye-stuffs—plain black and plain white.

The belt business was very active this past season, and a number of new ideas have been introduced for 1915. The wide popularity of Palm Beach suits has created a large demand for belts, made of this cloth, and they can be had to match any material. These have been ordered in large numbers for use next summer, and they can be purchased in a wide range of styles and designs. There is considerable talk in the trade about the scarcity of leather, which, if it amounted to anything,

would doubtless produce a good demand for fabric belts.

Conditions in the glove trade are in a somewhat unsettled state owing to the European war, and inasmuch as the trade looks to foreign countries for much of its goods, there is naturally a feeling of uncertainty. People are wondering what kind of a substitute can be found for the duplex cloth gloves after supplies on hand of Saxon origin entirely give out. The question is often asked,



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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.

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THE
SOLID CONSTRUCTION
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Why not make those goods here? Those who are familiar with the manufacture of these goods know that there is little or no possibility of this being done, as this country is not equipped with the machinery nor the cheap labor necessary to the successful general production of this class of gloves.

Silk gloves, however, are made here, and are attracting more than usual attention at this time, for next season. It is agreed that, considering everything, silk gloves are a bargain at current prices. The question of procuring dyes is present in the silk glove situation, as is also that of a suitable supply of raw silk. But there is no doubt but that the silk glove will play a large part in the fall and winter glove trade. The demand for automobile gloves from all sections of the country has been one of the redeeming features of the heavy glove situation this season. Increasing auto sales have naturally resulted in an increasing call for auto gloves and gauntlets, and manufacturers have been making the most of the situation.—Clothier and Furnisher.

Statement From the Fraternal Amendment League.

Grand Rapids, Oct. 20—The Fraternal Amendment League, having in charge the proposed fraternal constitutional amendment to be voted on Nov. 3, is rejoicing over the ruling of the Attorney General rendered Oct. 8, in which he sustains the League's judgment on the two most contested points; namely, first, that fraternal beneficiary associations have authority, in the event of the amendment carrying, to issue other than death benefits, such as sick, accident and old age; and, second, that such associations may do business with or without lodge and ritualistic form of work.

The Attorney General clearly states the amendment does not interfere with these provisions, nor with the lodge system. The amendment leaves the lodge feature optional with the societies.

The League calls attention to the fact that all fraternal beneficiary associations are licensed for but one year, notwithstanding they are permitted to write a whole life contract.

The first object of this proposed amendment is to place in Michigan's constitution, away from the reach of a legislature or even a grand or supreme lodge, the fundamental right of the people of Michigan to insure themselves at cost without profit and with or without the lodge.

The second object is to give to the members of these societies the veto power or right upon 10 per cent. petition and a majority vote to reject freeze-outs and sell-outs.

They call attention to the fact that the so-called Mobile-New York agreement bill is law in Michigan, in full force and effect, and that in 1915 every fraternal certificate in Michigan is to be valued on the basis of practically fifty cents on the dollar, which, in application, means doubling the rate or a freeze-out for the old man. The Attorney General rules this amendment will repeal that feature.

The League also calls attention to the attack being made on the mailing list provision in which it is claimed that it could be sold, misused, etc. They say the legislature can provide penal laws for misuse of said list, such as, five years in the penitentiary. This is concurred in by the Insurance Commissioner. They call attention that no law for any misuse of the membership list is now on the

statute books and no supreme officer to date has even suggested one.

No initiative petition could ever be circulated without the mailing list and without it such societies would continue to be ruled by a little oligarchy, such as grand (?) lodges. The members have nothing more to say about it.

Societies have one year to comply with this amendment, if adopted, and the first paragraph states, "The legislature shall provide by law for the incorporation, regulation and supervision of fraternal beneficiary societies."

The legislature meets in January and if any existing society is found out of business, it will be due first to the negligence of the legislature or, second, the membership of that society refusing to vote in favor of such as Mobile Laws or demanding majority rule through the initiative, referendum and recall, and their supreme lodges or other states in which they do business refuse to grant them that privilege. The law itself does not do it, nor has the Attorney General given any opinion to that effect.

Charles D. Sharrow.

Stability of Foreign Fire Insurance Companies.

Arthur Hawxhurst, insurance manager for Marshall Field & Co., of Chicago and one of the best informed men on fire insurance, is frequently asked about the policies of foreign companies these days. Mr. Hawxhurst says:

"Are the foreign insurance companies financially good?"

"This question has been asked me numberless times within the last two months. My reply has invariably been 'Yes, absolutely so, as far as any indemnity is concerned.'"

"I will answer the enquiry more at length and say that those foreign companies that are members of the Chicago Board of Underwriters are in my judgment absolutely as sound now, as far as their American policyholders are concerned, as they were previous to this war, and no one questioned their soundness before that began."

"All that the policyholders in the United States have really a right to rely upon are the funds that each company has deposited with our state insurance departments, trustees and their representatives in this country, notwithstanding the fact that a high loss-paying power lies behind these funds. This has been demonstrated by the great conflagrations that we have known of, notably the one in San Francisco, when the home offices of these same foreign companies sent to the United States over \$80,000,000 to pay losses with, so that their funds already in American hands (and which at the present time amount to about \$150,000,000) would not be called upon or disturbed. This in face of the failure of some of our own supposedly large and safe companies, which ignominiously gave up the ghost, paying their policyholders only about one-half the amounts due them."

"So I say if Germany is battered to pieces and then dropped into the sea, these foreign companies spoken of above will be as financially sound to their American policyholders' demands as they were to all intents and

purposes before the war commenced. This is for the reason that their assets conducting their American business are invested in American securities and American money, which are both held in America and can not be withdrawn, and they are conducted under exactly the same conditions as the American companies themselves, and are equally liable to their individual policyholders."

"It is true that a conflagration would make a demand upon all the companies that might not be easy to meet at the present time, for all stock exchanges are closed to them the country over for the conversion of their securities into cash, but this would apply just as much to the American companies as to the foreign ones and would not be the fault of either. If the people at large would avoid trouble, then they should at all hazards avoid having fires, especially large ones of the conflagration class; but as far as dropping their policies in the foreign companies or refusing to accept them in the future, this to my mind is but pure want of business acumen, or the grossest ignorance of the common condition of insurance affairs."

"To show our own confidence in these companies we have doubled

many of our lines with them, appreciating the fact that these companies have nobly served the people of the United States by indemnifying them for losses to the amount of over \$900,000,000 within the last fifty years, and yet are stronger financially today in this country than at any time in their history."

"All means should be taken to encourage them to remain with us and continue to stake their capital against the awful carelessness and wanton destruction of property, in far too many cases, by the American people, rather than question their reliability and cast doubt upon them at the present time."

"America needs all the insurance capital available to carry on its tremendous business affairs, based largely upon credit transactions, which risks would not be possible without the aid of responsible insurance indemnity such as is now furnished by these foreign and American companies."

"May they both live long and prosper! And I might add, in conclusion, may they be allowed to do this by the lawmakers and by those who are supposed to enforce the laws, if they have the true welfare of their constituents at heart."

A Big Handful of Profit



DOESN'T the very mention or sight of popcorn "make your mouth water?" It does if you've ever eaten nicely flavored corn.

Your customers see the colored package, or you mention it—ZIP—the sale is made! SNOW BALL sells itself.

Dickinson's Package Popcorn is the "little automatic salesman" because it sells butter, salt, sugar, honey, etc. All these things are used with popcorn.

Tell your jobber to send a trial case.

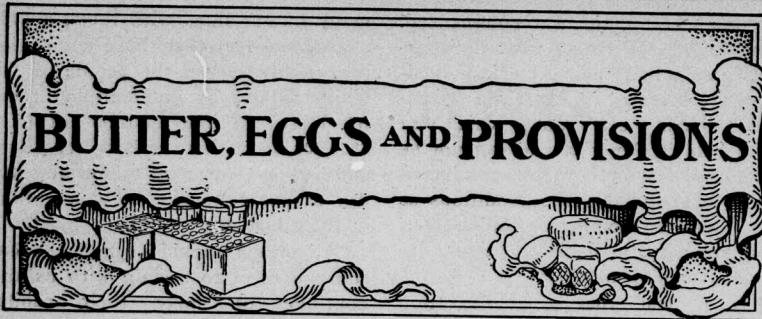
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Packers of SANTA CLAUS, the 5c package — and GLOBE Shelled or Ear Corn in bulk.

"FOLGER'S" GRAPE PUNCH SYRUP DELAWARE FLAVOR

Makes a delicious punch. Every family should have a bottle for Thanksgiving dinner. Retail at 75 cents per quart bottle. See quotations in Grocery Price Current. Ask your jobber or jobbing salesman about it or write us direct.

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Grand Rapids, Michigan



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.

Cold Storage of Apples.

Since holding apples in cold storage has come to be such an important factor in the marketing of this fruit, all apple growers should be interested in two bulletins on the subject from the experiment station at Ames, Iowa.

Some of the conclusions to which their experiments lead may be summarized briefly as follows

Only well grown, well colored and mature (that is, hard ripe) apples may be expected to keep the best in cold storage. Apples as just described should be gotten into storage with the least possible delay after picking. If allowed to "sweat" in piles in the orchard before barreling, scald and poor keeping qualities are apt to develop.

Where fruit has been picked before mature a short delay before storing was found to be an advantage, providing the weather remains cold. Such treatment assists the ripening process and so puts the apples more nearly in the condition of being hard ripe.

Fruit wrapped with paper was found to keep longer than not wrapped, but the kind of package was found to have little or no influence on keeping qualities.

Contrary to the Geneva, New York, experience, apples from sod orchards were found to keep as well in storage as those from trees grown under cultivation.

Extra large apples were found not to keep nearly so well as those of the same variety which are more nearly normal in size. For instance, a box of Rome Beauties containing 111 apples showed .82.8 per cent. in good condition on May 27, while a box of 74 apples of this variety contained only 46 per cent. in good condition on the same date.

It has long been known that fruit with broken skin does not keep well and in addition these experiments emphasize the fact that fruit russeted by spray, limb bruises, or other causes wither quicker than do those with unblemished skins.

Tests were also made in keeping apples in cold storage for the first month or two after picking, then removing them to cellars. At the time of the removal the cellar temperature can be regulated and the results were

found to be about the same as continuous cold storage.

The tests made with frosted apples will be new to most people. A severe freeze occurred in Iowa on October 12-13, 1909, which froze many apples on the trees. These apples were thought to be practically worthless. But when picked and placed in cold storage the frozen apples were found to compare favorably in keeping qualities and other respects with apples from the same trees that were picked before the freeze. These favorable results are accounted for by the fact that the weather following the freeze remained cool so that the apples thawed out gradually and at a low temperature on the trees.

Experiments were then conducted in the freezing of apples in storage. As a result of a number of tests it was found that apples frozen in storage at a temperature of 24 deg. will not be injured if allowed to thaw out gradually at a temperature of from 29 to 31 deg. These results indicated that moderate freezing in cold storage need not lead to disastrous results and that even loss of apples frozen on the trees may sometimes be avoided. W. Paddock.

Economy of Refrigeration.

With the constantly increasing values of perishable food products refrigeration should play a more important part in the keeping of same. Cold storage is now used very largely but not to the extent that it should be, nor to the extent that it will be at some future time. It has been stated by good authorities that perishable food products like butter and eggs should be kept under refrigeration from the time they are first produced until they are ready for the consumer, and this is not any too strong a statement of what should be done. This means that every farm producing eggs and butter must have a suitable cold storage plant even though of small capacity. The expense will be considerable but the saving will soon pay for it. The cost of refrigerating facilities of the right kind is no higher than it always has been, whereas the cost of perishable food products is now practically double what it was at one time, and it is safe to predict that costs will double again within the next ten years.

Gentlemen are necessarily conceited because a gentleman never forgets himself.

If we sing our own praise we must provide our own encore.

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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.

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

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

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Apples and Potatoes Wanted

Let us know what you have

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The Vinkemulder Company

Jobbers and Shippers of
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Mail us samples

Red Kidney, Brown Swedish and White Beans

any quantity you have to offer, also

Potatoes, Onions, Apples, Rye and Clover Seed.

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EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

Write or wire us when ever you have

POTATOES TO OFFER

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236-248 Prescott St.

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We have seed potatoes to offer in local lots

Use Tradesman Coupons

Supervision and Inspection of Cold Storages.

There is a tendency in some quarters to attribute the increased cost of living, in part at least, to the cold storage warehouse. I do not understand that it is the business of this Branch to defend the cold storage industry from criticism of any kind, either reasonable or unreasonable, but it may not be out of place to offer a few remarks on the subject. That the price of food has risen during the period in which the cold storage industry has been developed is undoubtedly true, but it is also true that prices have risen as much for articles that never go into cold storage as they have for those perishable food products for which cold storage is now a necessity if an adequate supply is to be available during the period of non-production. That the average yearly prices for foods of seasonal production are not any higher than they would be if no cold storage were available is, I believe, a statement which is quite capable of proof. Without the market which the cold storage warehouse affords for the surplus of foods over that which is required for immediate consumption during the period in which these foods are produced, their production would be strictly limited to the current demands and only for such quantities as could be marketed at a profit. Two very good illustrations as to the effect of cold storage on prices are furnished in the record of the produce market during the past six months. Take eggs for instance. The quantity of eggs placed in cold storage in the early part of the season of 1912 turned out to be in excess of the quantity required for winter consumption, partly on account of the mild weather which favored the production of eggs during the winter months. As soon as it was realized that the market was over-supplied, the price of eggs went so low as to cause actual loss to many holders and the consumer got the benefit, simply because too large a quantity was placed in storage, and stored eggs must be got rid of before the new crop is available. On the other hand, the quantity of butter in cold storage in Canada at the close of the manufacturing season of 1912 was insufficient to meet the consumptive demands during the winter months. The price naturally rose until it was possible to bring in butter from New Zealand and pay the duty thereon and still sell it at a profit. Some five million pounds of butter have been imported during the past five months to meet the shortage in the Canadian supply. It hardly requires any argument to prove that if there had been an additional ten million pounds or more of butter in cold storage in Canada last fall, the price would never have been higher than the export basis, which would have been from 22 to 24 cents per pound, whereas the wholesale price during the past winter was from 30 to 31 cents per pound in Eastern Canada.

These two instances are sufficient answer to the absurd and exaggerat-

ed statements which are frequently made as to the supposedly enormous quantities of perishable food products held in cold storage. Such statements are made often by men who do not take the trouble to calculate the quantity of food which is required to feed a given number of people for a stated period, but the absurdity lies in the fact that the greater the quantity there is in storage the better chance there is for the consumer to secure his supplies at a reasonable cost, because after all is said, the law of supply and demand must rule.

With very rare exceptions, it would be the height of folly on the part of any owner of cold storage produce to carry it from one season into the period of the next season's production. Instances have been given of meat having been in store two or three years and, no doubt, there have been cases of that kind, but there is always some explanation. No sane man would carry meat three years at a cost of about 12 cents a pound for storage alone for the purposes of speculation. Suggestions have been made, on the grounds of public health to fix a time limit for certain goods to be held in cold storage. The writer has never been able to see any justification for such a proposal for the reason that the condition of the goods coming out of cold storage bears very little relation to the length of the storage period. It is a well known fact that eggs which are gathered during the cool weather of April or May and stored under proper conditions will turn out better during the following winter than eggs which are stored in July or August when the weather is warm and deterioration sets in much more rapidly. The same may be said of butter. Well-made, early summer butter, if stored under proper temperatures, will frequently be fresher and sweeter in the month of February following than butter made in October or November. The condition of the goods when placed in storage has more to do with their condition when removed than anything else. It very often happens that the owner of meats, dressed poultry and other goods only places them in cold storage when he thinks they are beginning to spoil. It is cases of this kind that have created a prejudice against cold storage goods with some people. For the protection of the industry, cold storage managers should be very careful as to the condition of the goods offered for storage, and to reject anything which shows signs of deterioration.

The writer believes that supervision and inspection of all cold storage warehouses with a view of securing proper sanitation of premises is all the Government regulation of the cold storage industry that is needed in this country. The condition of goods in cold storage, or as removed therefrom, as far as public health is concerned, can be dealt with under existing municipal regulations for food inspection.—John A. Ruddick, Dairy Commission of Canada.

Grapes Stored Five Months.

The packing of grapes in sawdust for preservation is a matter which has been given a severe test. Three drums of grapes were packed in October and opened in March and found to be in very good condition, although not good enough for commercial purposes. The experiment proved great possibilities of two new varieties which, no doubt, at an early date will come into severe competition with the Red Emperor.

Recent experiments by the Department of Agriculture with the Red Emperor, where they were packed in drums with redwood sawdust and stored for a period of two months, proved that the question of keeping grapes in good condition for the holiday season was a practical and easy matter, but the new varieties may be handled a greater length of time.

The Hunsia and Piment are two new varieties of table grapes, that are proving a success and will eventually take their place as one of the leading varieties of California. A drum of each, together with a drum of Emperors, packed in redwood sawdust, were put in cold storage on the 24th day of October of last year. These were taken out and opened on the 11th day of March, making nearly five months in the cold room. This room was kept at a temperature of from 34 to 38 degrees. Of the three varieties the Hunsia was in the best condition, followed closely by the Piment and the Emperor. If anything the Emperor was in the poorest shape, for while the berries seemed to cling to the stem very well there was considerable stem mould around each and showed very little decay. The Hunsia opened up best and was in very good shape.

Henry M. Lardie, general dealer at Old Mission, was in the city last week, accompanied by his family and William R. Pratt, on his way home from Detroit. He made the trip in a six-cylinder Studebaker, leaving Old Mission Oct. 8. He spent the first night in Cadillac, the second night in Grand Rapids, the third night in Battle Creek, the fourth night in Jackson, reaching Detroit on Monday and leaving Detroit Wednesday noon. The first night en route home was spent at Lansing and the second in Grand Rapids. He left Grand Rapids last Friday morning for Muskegon, expecting to reach Old Mission via the West Michigan Pike by Saturday night. Up to the time he reached Grand Rapids he had had no tire trouble or other set-backs.

Strength of Will.

"My husband," remarked a Philadelphia matron to a group of friends, "was a confirmed smoker with a tobacco heart when I married him a year ago, but to-day he never touches the weed."

"Good!" said one of the group. "To break off a lifetime habit requires a strong will."

"Well, that's what I've got," said the wife.

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Flour Trade with

"Purity Patent" Flour

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Grand Rapids, Mich.

AS SURE AS THE
SUN RISES

Voigt's CRESCENT FLOUR

Makes Best Bread
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THEY ARE GOOD
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This is the Flavor
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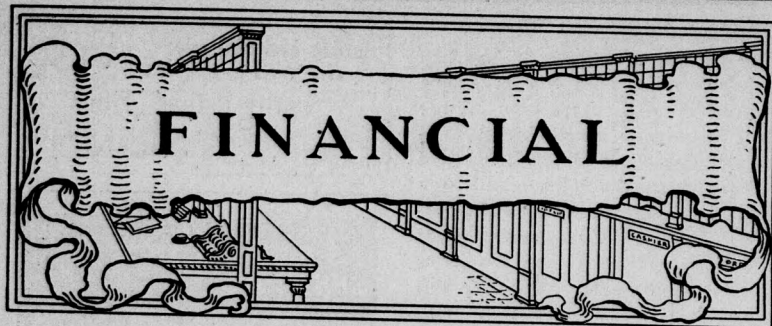
Mapleine

for lasting and delight-
ful flavor.

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

Crescent Mfg. Co., Seattle, Wash.





An Alma correspondent writes: A deal has been consummated by which the First State Bank has purchased from E. Brearly the vacant lot, on Wright House Court, between the present office and L. N. Baker's grocery. The lot has a frontage of 88 feet, exclusive of an 11 foot alley on the west and an easement of 6 feet on the east for a walk. The bank expects to build a large modern banking office on this lot which will be a credit to the city. Since the bank was organized in 1901 with deposits of \$200,000, with an office force of two men and occupying a small space in the Wright House building, it has enjoyed a steady growth. During the last five years its deposits have developed, its office has been enlarged, and its working force increased to five men. During the last year its office equipment has been improved by adding a large modern burglar proof manganese steel safe and nests of safety deposit boxes.

The Supreme Court has handed down a decision in favor of the plaintiff in the case of Preston vs. First National Bank of Traverse City. The case grew out of the placing of a certified check for about \$7,000 in the Traverse City Bank by Thad B. Preston of Ionia, and the refusal of the Bank to pay interest on the check. By the order of the court the Bank will have to pay about \$700 interest.

Whenever twenty-five hundred bankers, from every State in the Union, hold a convention at a time when the country is doing business with the aid of Clearing House loan certificates, there is sure to be interesting interchange of opinion concerning basic conditions and the immediate financial outlook. This is what gave exceptional interest to the American Bankers' convention at Richmond last week. The financial crisis existing when the delegates left their homes was of abnormal and unprecedented character. The elements at work in creating it were such as had not been witnessed since the downfall of Napoleon. The financial problems involved were as novel as the political and military situation. Every section of the country was affected by them, each in a different way.

Yet every business man of experience knew that he must feel his way and jump at no conclusions. This was undoubtedly why the formal convention speeches had so little to say of these aspects of the situation. No

such hesitation was apparent in the discussion by individual delegates in the hotel lobbies, but even there, the notable phenomenon was the difficulty of getting any banker—Northern, Southern, Eastern, or Western—to discuss what was likely to happen in November or December.

Not since the Denver convention of 1908, when the hotel lobbies discussed the panic disturbances of the year before, have the chance discussions of a bankers' gathering been half as interesting. But there has been more to talk about in 1914 than there was in 1908. A banker from the wheat belt thought that the country was giving too much heed to war news and too little to the prosperity which could be counted upon to follow the harvesting of grain crops that were worth \$621,000,000 more than those raised a year ago. In this section the difference between selling wheat for 60 cents a bushel, the looked-for price for a bumper crop, and the \$1.10 "war level" of the present time, meant for the average farmer's family the difference between a bread and molasses diet and a full-course dinner, with ice-cream. This banker thought that things were getting better, and that wonderful prosperity could be counted upon in a year or two.

Another interior banker said that the situation would improve as soon as the politicians gave the country half a show. Asked to be more specific, he became blue in the face through telling of the injustice that had been done his bank by classing it as a hoarder of money because it was found with a 60 per cent. reserve. He thought that the Treasury ought to have taken the trouble to ascertain that three-quarters of his reserve was on the books of his Chicago correspondent (which had loaned it out), and that the fund had been accumulated solely for the purpose of protecting a temporary deposit of \$500,000 which a railroad client was liable to withdraw any moment.

Delegates from the very large cities, whose banks do a business chiefly of the investment order, were perhaps the most disconsolate. They were non-committal about the future, talked gloomily of bond values, and declared that the situation was too complex for them to grasp. To make them look on the bright side of things, however, it was only necessary to suggest the improvement that would follow a "righteous" rate decision by the Interstate Commerce

United Light & Railways Co.

H-S-C-B

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WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

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Grand Rapids City Banks

We can handle your Western Michigan items with accuracy and a dependable promptness. The largest Transit Department in the western portion of the state provides splendid facilities for conveniencing you in this respect.

Write us for information and terms. The bank officers will give the matter their personal attention.

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST AND SAVINGS BANK**

GRAND RAPIDS, MICH.

Commission. They changed their tone at once and walked you to the quarters which will look dark and dreary as soon as Virginia's new prohibition law takes effect.

The banker from the South told you that the outlook was brighter than it had been a few weeks ago. He admitted that those 4,000,000 bales which Europe could not buy had called for heroic financing, but intimated that the problem was a good deal like that which the New York banks had encountered when they were forced to continue as call loans all the time loans which fell due after the Stock Exchange closed its doors. It was simply a question of granting a further renewal on perfectly good collateral.

None of the delegates voiced downright pessimism; on the contrary every one saw a silver lining to clouds which were not nearly as dark as those of two months ago. In a convention like this, the city banker is sometimes taken off his feet by the shrewd questioning by the head of some fifty-thousand-dollar institution. The country banker has made himself felt at this gathering in a way that would not be possible in years of smooth sailing, when relief expedients were not needed.

Of all business men in the world, none are more willing to face conditions as they are than is the country banker. Reared in the atmosphere of 6 per cent. money, his mind is a sort of card index, affording ready reference to the strong and weak points in a situation.

Although many of the strongest men in the Association could not leave their desks to attend this gathering, some were heard from through letters and telegrams which reflected a cautious optimism about the future which may be described as the keynote of the Richmond meeting. An expression often heard was that "the worst was over, that gradual improvement might be looked for, and that good would come from the effort of American manufacturers to gain a foothold in foreign markets which had been previously closed to them."

Frank L. Irwin, receiver of the defunct Albion National Bank, has resigned. The affairs of the Bank have been practically closed up and the business will now be finished by the officers of the Treasury Department. A few suits are pending against the Bank's directors and there are a few minor matters which will have to be settled yet. The amount of the final dividend which will be paid depends upon the success of these suits. Mr. Irwin has administered the affairs of the Bank in a highly satisfactory manner, 30 cents on the dollar having been paid to depositors through Mr. Irwin's efforts.

Up to last Saturday, when the New York Clearing House banks reported their deficit in reserves nearly ex-

tinguished, the banks had announced for ten successive weeks a deficit below the 25 per cent. reserve requirement. That was within a single week of the longest period in history when New York banks failed to maintain required reserves. Both after the panic of 1907 and after the panic of 1873, there were deficits reported during eleven successive weeks, these two occasions constituting the longest consecutive deficit periods in history. In 1893 there was a deficit during nine successive weeks.

Dating from the second week of the present year's deficit period, that of August 15, when total cash holdings had been drawn down \$77,300,000 from three weeks before, the Clearing House banks up to last Saturday had regained \$47,300,000 of that three-weeks loss. Baring only 1908, last Saturday's cash holdings were greater than ever before reported for the corresponding date in October. At the same time, however, loans were also greater than the previous maximum at the corresponding date; the increase, as compared with a year ago, being \$211,700,000 against the increase of \$21,200,000 in the cash reserve.

How rapidly a surplus reserve may be built up after a deficit had been extinguished was indicated in January, 1908, when four weeks after their deficit had been wiped out, the New York banks reported a surplus of \$40,500,000.

He Might Know.

"The train struck the man, did it not?" asked the lawyer of the engineer at the trial.

"It did, sir," said the engineer.

"Was the man on the track sir?" thundered the lawyer.

"On the track?" asked the engineer.

"Of course he was. No engineer worthy of his job would run his train into the woods after a man, sir."

People with a vivid imagination work the hardest—so they say.

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$400,000

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Fourth National Bank

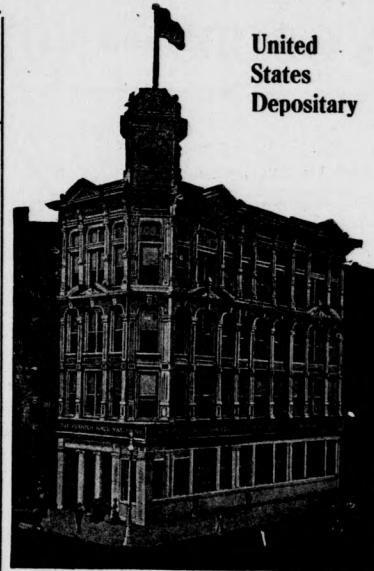
Savings
Deposits

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
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Depository

Commercial
Deposits

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Per Cent
Interest Paid
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Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
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*This reputation has been fully estab-
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sibility and the laws and court deci-
sions emphasizing the accountability
of a trustee, full protection is given
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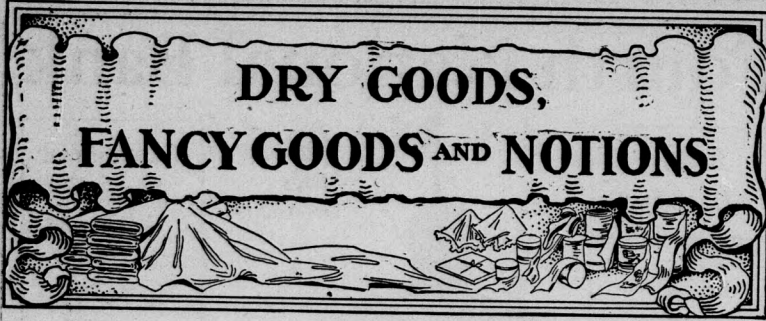
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GRAND RAPIDS, MICH.

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.



The Pros and Cons of Special Sales. Written for the Tradesman.

There are sales and sales. Special Sales, Bargain Sales, Sensation Sales, Clearance Sales, Fire Sales, Co-operative Sales (when the different merchants in a town bring on a sale in their various lines at the same time), Pre-Inventory Sales, Clean Sweep Sales, Money Raising Sales, Temptation Sales (when especially enticing values are supposed to be offered), Round-up Sales, Club Sales (where the working force of a large store is organized into clubs which compete with one another in drawing patronage to the business), Mill End Sales, Bankrupt Sales, January Sales (or February or July as the case may be), End of Season Sales, Re-organization Sales. In all likelihood this list is not entirely complete, but even if it could be made so and every kind and variety of sale that ever has been held should be included in it, it would still be inadequate, and would serve not so much to give names that might have some semblance of newness, as to point out and emphasize the fact that nearly or quite all the names that already have been used are chestnuts, and that the ideas on which they are based have been worn threadbare.

There is needed a lot of brand-new designations for sales, appellations that will make a logical appeal to the buying public as indicating valid and sufficient reason for the offer during a certain limited period of exceptional values.

Still the query arises in the mind when the want of new appellations for sales is voiced, would the ingenious person who could contrive a lot of new and taking names for sales confer the greater benefit on the dry goods brotherhood, or the more daring soul who would think out some system of doing business in which the special sale in all its various forms could be done away with?

For, universal as is its use and recognized as it is as a practically indispensable means of spurring to activity a flagging business, it nevertheless is evident that the special sale idea is being run into the ground, and that certain drawbacks, losses and evils which inevitably follow in the train of its wide prevalence, more than counterbalance any gains derivable from it.

Doubtless the special sale had its origin in a desire to clean up on stickers and hangers, reduce overstock, or raise money to pay bills when, because of weather or other conditions, the season's expected busi-

ness was slow in coming. The better price that often is offered by manufacturers and jobbers on very large lots, leads to their purchase with the calculation of disposing of a great part of these goods at special sale. The last dozen or twenty years has witnessed a phenomenal increase in the use of women's ready-made apparel. This has fostered sales, because suits and gowns and wraps can be carried over only at a loss.

So the original purposes of special sales were perfectly legitimate. The difficulties for which sales seem to offer the best remedy still exist in as great measure as ever. But the sale idea has been carried clear beyond its proper purpose of meeting certain exigencies, and has been made to usurp the place of normal business.

One great trouble is that it is a game the other fellows can play at as well as you. If your store were the only one in your town that could have a sale, then you would be in a position to reap the benefits to the full and minimize drawbacks and losses. But the other shops have all reasons, genuine and fictitious, for bringing on special sales that you have; so the results necessarily are much curtailed for each.

A sale is, of course, intended to be and usually is a stimulus to buying. Like any other stimulus it is followed by a reaction, and the more successful the sale the dealer will trade be during the weeks following.

Sales tend to demoralize. Their very name is associated in the public mind with a class of dealers who resort to them with great frequency and employ all sorts of unscrupulous methods to attract a crowd of shoppers. Honest-meaning dealers are led to adopt the same disreputable practices. They make wild and exaggerated claims and inflate prices so as to allow striking mark-downs, for each feels that it is necessary to convince people that an unheard of opportunity is being offered. The mark has been overshot so often that people have become suspicious. Moderate reductions in price attract little notice. Only genuine deep cuts will bring many buyers.

There has developed a large class of shrewd and hard-headed matrons who make a science of expert retail buying. In their families "Watch the Sales" has become a household word. These women often purchase in advance of their needs. When a real snap is offered, they are in a position to take hold of it. They know what to buy and what to pass up. They dress themselves and their

daughters and to some extent their sons and husbands also, with culled bargains bought at perhaps a dozen different stores, at prices that do not afford the dealers a penny's real profit, if the expense of doing business is counted. Such families are not contributing their share to the maintenance of the dry goods business, but what are you going to do about it?

Selling so many goods at a reduction tends to make regular prices and prices to credit customers higher than they otherwise need be. Strictly new and fashionable items often are priced very high when first offered—previous to any mark-down.

The crowding of much business into a short time as is the case with any sale that is a success, as also the dull period between sales, has its disadvantages for proprietor and employee alike. But the only answer to this objection as to the others is that sales seem to be at present a sort of necessary evil. They are like standing armies, a heavy burden, but so long as one nation maintains an armed force the others have to; they are like the standing army also in that no one just sees his way clear to cutting them out.

Fabrix.

Second-Hand Brains.

Grand Rapids, Oct. 20—On April 4, last, the Dutch Masters Seconds cigar was born and in the short space of six months our output is 200,000 per week, with the credit of several imitators right at our heels, each selling his product just a little cheaper than the Dutch Masters Seconds. We are not afraid of imitators with second-hand brains if only the dealer is not tempted, on account of price, to try to "put one over" on the consumer by selling him imitations as genuine Dutch Masters Seconds. Mr. Consumer, please see to it that you get your smoke out of the Dutch Masters Seconds box.

G. J. Johnson Cigar Co.

CASH VS. CREDIT.

How One Dealer Has Solved the Problem.

Every retailer has puzzled his brains over the question as to whether he will make more money if he sells for cash only or for credit and cash. It is an important question. There are few other questions in the retail problem which are more important. Indeed, this question is a signpost at the parting of the ways.

Now, what are the arguments in favor of a credit business?

1. The best class of people in every community wish to buy on credit, whether they have a bank account and pay by check or at regular periods of settlement pay cash. As a class, these are the people who make the largest purchases, who buy the best quality of goods. Therefore, they are the most desirable customers for any stores which deals in the quality of goods which appeal to such people.

2. If a family runs a charge account with a store, that family is apt to buy in that store with greater regularity. The dealer can count on a certain trade from that family which will not materially vary. When he has enough trade of that character he can figure quite accurately on the amount and kind of trade which he will have.

3. There is a friendly feeling between the dealer and good charge customers. He knows them by name, knows exactly where they live, knows how much of their trade he is getting, and knows whether it is worth while for him to be extra accommodating to them. On the other hand, the customer knows the dealer in a better way—particularly if he encloses an itemized bill with each purchase. Indeed, the personal acquaintanceship between the small merchant and his customers does more than any other thing to keep the big store from get-

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

USE MORE COTTON

Help the national movement to relieve the present cotton crisis by using more cotton. We suggest a few of the many items that are very seasonable right now, and which we can supply promptly. Bed Blankets, Comforters, Cotton Batts, Sweaters, Fleeced Underwear, Fleeced Hosiery, Canvas Gloves, Outing Flannel, Quilting Materials, Handkerchiefs, Etc. 

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

ting all of the retail trade. Human nature has not changed; the big store may be interesting and dazzling, but most of us like to do at least some of our trading in a store where there is a friendly feeling and personal acquaintance between ourselves and the one with whom we are dealing.

4. The charge customer is not so inclined to "shop around" and pick things to pieces and drive a hard bargain and wrangle over prices as is the cash customer. This is a more far reaching argument than may at first appear. There is something subtle and psychologic about it. A woman with the money in her hand feels that she can be just as "saucy" and just as mean as she wants to be with the dealer; she is independent, she has got the money, and she can trade anywhere. That makes her more critical and harder to deal with.

For instance, she is more apt to trade this week in one store, next week in another, and where she pleases in the third. She becomes an inveterate shopper—she is not a good customer of any store, but scatters her trade here, there and anywhere, until it is not worth a great deal to any one store.

5. In a store where all of the business is cash, there is a greater opportunity for employees to make money by being dishonest. They get the actual money in their hands. The dealer is not so apt to make a written record of every transaction, since he gets the money right on the spot and thinks that he does not need to make a record of it. That is the chief reason why cash stores, as a rule, often have more trouble with dishonesty than do credit stores. The employee working in a credit store does not have the opportunity to get his hands on the money, nor to get the money in his pockets, as do employees working in a strictly cash store. No matter how small a store may be it must make a manifold sales check record of every transaction if it expects to stop such losses.

Just think what it means when one of the acknowledged leaders of the cash retail business admits that his store loses by dishonesty 2 per cent. of its gross sales annually. Since his store does an annual business of over \$10,000,000, you can figure out what that 2 per cent amounts to.

6. Very few dealers can handle the finest class of goods and run a strictly cash store. There may be exceptions to this rule, but it is so universal that the exceptions need hardly be considered. This is another way of saying that what are generally considered "the best customers" now buy and always will buy on credit.

7. The continually growing practice of shopping by telephone is giving the credit houses a great advantage. It is so easy to pick up the phone and tell the dealer what you want that there are now stores of a certain kind that do more than half of their business in that way. This practice of buying by phone is growing so fast that many stores are putting in switchboards with compe-

tent order-takers as operators. These order-takers have special order forms, on which they write out the order and send it to the proper part of the store. Many merchants make a practice of calling up their customers regularly and soliciting orders by phone. Of course, cash stores can take phone orders, too, but the fact remains that they have not been able to get so much business in this way as have the credit stores.

8. A store doing a credit business can usually furnish its customers many accommodations which a cash store does not or cannot give its customer. For example, if a woman of means wants to buy a coat for a little girl she does not want to get into the crowd of a big, busy store and try on several coats. She goes to the store herself, picks out several coats, has them sent to her home and tries them on the little girl and returns those which she does not need. She is perfectly willing to pay an extra price for the goods to save herself the annoyance and inconvenience of all this wearisome detail at the store.

There are so many well-to-do, aristocratic people in every locality, town, city and state of this whole country that their trade means fortunes to the merchants who get it. This class is more and more willing to pay for extra attention and extra accommodations.

9. There are very few strictly "cash" stores, although many stores are widely advertised as such. Most "cash" stores do a more or less limited and conservative credit business.

The real question for every retail store to answer is not "shall I do a cash business or a credit business?" The real question is "How can I handle both my credit business and my cash business in the most profitable manner?" That is, "How can I handle my cash business so quickly and accurately that a constantly increasing number of people will want to trade at my store, while I will not be subjected to serious losses through dishonesty or carelessness in handling cash, or for any other reason? How can I also handle my charge customers so that the long-time credits will be cut out, I will have but a small percentage of 'slow pay' and practically no 'no pay' customers?" This is the real problem. The following is the way in which this problem is being successfully solved:

The cash trade is handled by the use of the cash sales book, requiring each employee to make an accurate, definite record of every transaction, putting that sales check on file, so that you—the merchant—will know exactly what is being done in your store. Just as sure as the salesperson begins to get careless about writing out the sales check for a cash sale that is your signal to be on your guard. Carelessness breeds irresponsibility; irresponsibility breeds dishonesty. It isn't any use to mince words or save "tender feelings" in a matter of this kind.

This does not, however, infer, or

even suggest that all salespeople or your salespeople are dishonest. It merely says that in modern business dealings the clerk who desires to keep his own record absolutely clean will for his own protection write down a record of each transaction in which he takes part.

The credit trade is handled in such a way that an accurate record is made of each sale at the time the sale is made—memory is not trusted—for-gotten charges are too dangerous and prevalent a source of loss under the old "day-book-ledger" method. A record of each customer's account should be where the merchant can see it at a glance without hunting for it. This is best accomplished by the Systemat, a unique method of filing sales checks in such a way that the name of each customer and the total amount of her purchases since last payment are always visible to the proprietor, but not to the customer. This "Short Credit" system gives the proprietor complete, accurate, instant information about each customer's account, each transaction of every kind, each day's total business and the total sales for each week, month and year and shows him whether they are credit or cash, how much and when each customer is in the habit of paying and whether each customer's purchases are running smaller or larger than usual.

No retailer should depend on "hearsay" in settling any question. He should get all of the arguments in favor of doing business for cash only.

Then he should get all of the arguments in favor of doing a credit business and all of the arguments against doing a credit business.

In this way when he understands all sides of these two questions he can then come to a decision that will be sound and permanent—a decision that may prove to mean the difference between success and failure. The above facts are presented in the hope and with the firm belief that they will contribute materially to a better understanding of the real nature of the "Cash or Credit" controversy.

Charles G. Deibel.

Unruffled.

An old couple emerged from the Grand Central Terminal and started up Forty-second street. As they passed a newsstand the old gentleman stopped, his eyes glued to the great headlines of the papers. His wife pulled insistently at his sleeve, in a vain endeavor to lead him on. Finally he turned toward her.

"Mary," he said excitedly, 'the papers say there's a big war going on in Europe!'

"Well," she replied, "they're having fine weather for it!"

Most of the things to be had for the asking are not worth it.

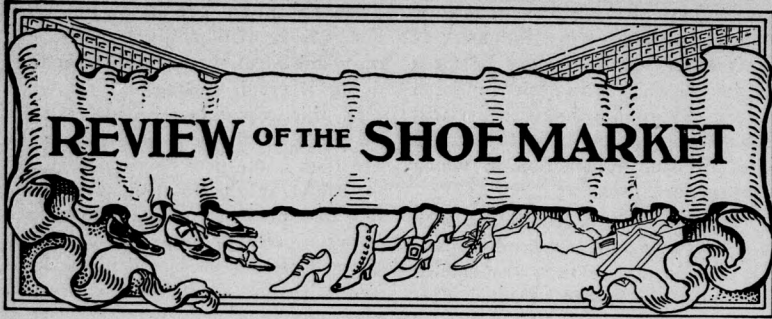
We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

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

Something to Think About

AS the autumn winds are descending from the north there will be a great demand for sweaters. We have a complete line for men, ladies and children. Popular styles at popular prices. 🐾 🐾 🐾 🐾 🐾 🐾 🐾 🐾

Grand Rapids Dry Goods Co.
Exclusively Wholesale
Grand Rapids, Michigan



Odds and Ends of Useful Information.

Associations, being composed of human beings, are not all-powerful. They must work slowly and overcome obstacles just as the individual who makes progress must do it by meeting and surmounting the difficulties in his way. Consequently, don't get impatient if your local organization doesn't accomplish wonders in a few months. If it is working—if you are working—to get results, that is as much as could be expected. The results themselves will come after a time; but it takes time to get anything worth having. If a movement for late cut-price sales were successful, even after several seasons' effort, the effort would have been well worth while; and if credit losses were reduced even 1 per cent. by co-operation by association members, the organization would have proved its value. Hence, if results seem less marked than you had hoped for, don't grumble; but buckle your belt a little tighter, grit your teeth, and keep on working.

Few letters mailed under first-class postage are anywhere near the weight limit. That means that most of your postage is working at less than 100 per cent. efficiency. One way to get more out of your stamps is to make them carry publicity matter as well as the statements or other correspondence they are intended to deliver.

Many shoe stores have slips printed of a size which fits into an ordinary envelope without trouble. The slips call attention to some seasonable offering, or remind the customer that it's time for another pair of shoes. It is well worth while to get the benefit of the dollars you spend for postage to carry your monthly statements by inserting a selling message that may bring business to the store.

The question of carrying advertised lines is one for the retailer himself to answer. However, if you have in stock goods that are being advertised by the manufacturer, there is no debate as to whether you should take advantage of the publicity. Hook up with it and get the benefit of the dollars the manufacturer is spending to make people want his shoes.

The dealer who lets publicity roll over and beyond his store without dipping into it and making use of it is overlooking a large bit. Not long ago a customer who became interested in a line of shoes advertised in a national publication wrote to the

manufacturer asking the name of the local dealer. It turned out to be a store the customer passed every day. His attention had not been called to the fact that the advertised line was being handled. How many sales this dealer is losing because of his failure to co-operate more vigorously with the manufacturer there is no telling.

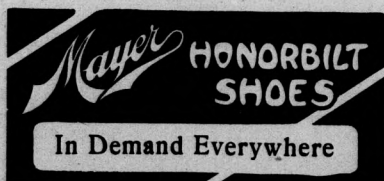
It is, of course, easier to point out the flaws in the methods of people in other lines of business than in our own; but here is an incident which may point a moral as well as adorn a tale. Inasmuch as it refers to a jeweler, it can not possibly offend any shoe merchant.

This jeweler placed and maintained a clock on a post at a prominent intersection of his community, where it served to advertise his business day and night. His name was thus kept prominently before the public under favorable auspices, since the clock rendered a service of value. Finally it was taken down, the jeweler explaining that it had served its purpose from a publicity standpoint.

The writer recalls the location of the clock, its removal and the news items printed by the papers, which thought the matter of some local interest; but the name of the jeweler has been entirely lost!

This only goes to show that one must keep at it everlastingly to make a success, and that yesterday's advertising will not sell to-day's goods.

Speaking of service to the public, the plan of the Tuffly & Scoggins Shoe Company, of Houston, Tex., which prints the weather forecast daily at the top of all of its newspaper advertisements, seems to have many points of merit. While the newspapers usually chronicle the prediction of the weather bureau, it is an easy matter to get the readers of a paper in the habit of looking for the announcement, well displayed, in the advertisement, and thus to read the trade features of it as well. This involves, however, adopting a policy of continuous advertising, for such a plan would obviously have little value if the advertisements were not run regularly and in the same position. —Shoe Retailer.



Watch That Rubber Stock of Yours Get Hood Rubbers for Hood Rubbers Are Better

And "better" rubbers are what your trade demands,
and what you need

LARGEST STOCK IN MICHIGAN

We Are Specialists in Rubbers

Get our catalogues and get in touch with us at once

Save that 5%

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



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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.

Don't Force Early Sales By Sacrificing Profits.

In these times when shoe manufacturers are wondering just where and at what price they can purchase supplies of leather, we still note several instances of retailers trying to rush the season by selling good shoes at prices far below what they should bring. At present the greater part of the country is having unseasonable weather and high shoes are not selling as fast as they should.

The dealers who force business now by cutting prices do not reap but an imaginary increase in business. When the weather is right people will buy no matter what the price is. The shoe that strikes their fancy will elicit the cash, while those bargain hunters who only buy when the price is low are really not customers that will come back for a second pair at some other time, but will snap at the next best bargain that is presented.

Broadway, New York, is known to sell anything that is right, and usually as soon as it is put on display. At present there are some stores in the center of the retail section on Broadway offering seasonable shoes at only a slight increase over the manufacturer's cost. These shoes are not unknown brands, but shoes with names that have been favorably known to the public for a number of years. Methods of this kind are not business builders, but are injurious to dealers and manufacturers alike.—Shoe Retailer.

George B. Hoyt Takes Poison.

Binghamton, N. Y., Oct. 15—George B. Hoyt, a traveling salesman for the Pingree Shoe Co., Detroit, Michigan, is lying at death's door at the City Hospital here as a result of an attempt to commit suicide a few nights ago at the Hotel Bennett, this city. Hoyt took twenty-one grains of bi-chloride of mercury. Why he made the attempt on his life is a mystery. During the day he joked with fellow salesmen about death and asked their opinion of the easiest way to die. Mrs. Hoyt was summoned and is at her husband's bedside.

Hoyt came to Binghamton from Elmira last week Thursday. Other traveling men say that there he was care-free and seemed to be in the best of spirits. Thursday night Hoyt and others played cards, and all had drinks, though none drank to excess. It was then that Hoyt joked about suicide and asked the others what they thought was the easiest road to death. It was agreed that bi-chloride of mercury would probably produce death the quickest and easiest. None thought Hoyt was at all serious. Attending physicians declare that the bi-chloride route is the most painful and the longest drawn-out. At any rate Hoyt has suffered much agony since committing the act, and no hope is given for his recovery.

Hoyt is about 38 years of age. Up to about a year ago he traveled for E. P. Reed & Co., of Rochester, making New York State and Canada. He resigned in the middle of the season.

"Find the Button."

Detroit, Oct. 15—Manager James Wilson, of the Walk-Over store, operated a successful advertising scheme during the recent Michigan State Fair in this city. The Walk-Over store had an attractive exhibit at the fair grounds, and souvenirs were given from the booth. Among these were buttons nearly the size of a dollar. They bore the name of the store and a number in large type. A great

many of the buttons bore duplicate numbers. It was announced that any person presenting two buttons bearing the same number at the booth would be given a cash prize of one dollar. Hundreds of people wore the buttons, and everywhere on the fair grounds people could be seen busily engaged in scrutinizing numbers on buttons worn by other people. A great many were successful in spotting buttons bearing the same number as the button they wore, and a number of the dollar prizes were secured.

The scheme created a lot of talk and interest. Mr. Wilson was entirely satisfied with the result, and believes that it impressed the name of the store on a lot of people who probably never had patronized it.

The Clerk Who Failed.

He always came to the store a few minutes late; he always left it a few minutes early.

He always worked leisurely. If there happened to be a rush on it was no concern of his.

He never said a good word for the firm outside of business hours; he thought he was not hired as advertising agent.

He wondered why he was "let out" at the earliest opportunity; he is now wondering why everybody else seems able to secure employment and no one seems to want him.

He never failed to credit himself with being the mainstay of the business; he forgot that everything went on quite as merrily before he identified himself with the concern.

He did not try to learn the "ins and outs" of the business; he considered that he was hired to do a certain amount of work and not to fit himself for a more responsible position in the store.

Douglas Shoe Co. Change.

The preferred stockholders of the W. L. Douglas Shoe Company, replying to the request of the management for an expression of their desires regarding incorporation under Massachusetts laws, are almost unanimous in favor of the change. It is understood that the directors will soon take necessary steps to give up the company's Maine charter and take one out under Massachusetts laws. There is \$1,500,000 preferred and \$1,000,000 common stock outstanding. Only 255 shares opposed the change of legal domicile.

Most of the preferred stock is held in Massachusetts, likewise the common, practically all of the junior issue being owned by President W. L. Douglas. At present both the tangible property of the company and the stock in the hands of Massachusetts investors are taxed, but as a Massachusetts corporation the stock will be non-taxable.

The Shoe Man's Advantage.

"You look disgruntled," said the shoe man.

"Yes," snapped the hatter; "had a little rush just now and a couple of prospective customers walked out without being waited upon."

"They seldom get away from me," declared the shoe man; "I take off their shoes as soon as they come in."

Good Shoes Sell at Better Profits And Make More Friends



No. 4460—12 inch Blucher, black Walrus stock, Bellows tongue, cap toe, two buckles, 3 soles, nailed	\$4.15
No. 454—9 inch Blucher, Black Walrus stock, Bellows tongue, 2 soles and slip, nailed, cap toe, outside counter	3.35
No. 455—6 inch. Same as No. 454	2.75
No. 486—12 inch Blucher, Black Walrus stock, Bellows tongue, Plain toe, double sole	3.75
No. 484—10 inch Blucher. Same as above	3.40
No. 482—8 inch Blucher. Same as above	3.10
No. 4760—Regular height. Same as above	2.50

HIRTH-KRAUSE COMPANY

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



Have you ordered your "Bear Brands" Yet?

If not, would it not be the wisest of business policy to order them now, so you will have them when needed?

The Wales Goodyear (Bear Brand)

Rubbers are the undisputed standard of quality, and if you are not handling them you are not getting all you should in the way of quality.

Order to-day or send card for price list.

Herold-Bertsch Shoe Co. (Distributors)

Manufacturers "H. B. Hard Pan" and "Bertsch" Shoe Lines
Grand Rapids, Mich.



A Few Don'ts for the Working Woman.

Written for the Tradesman.

Don't sour on the world and be cross and disgruntled and feel that Fate has it in for you because you have to earn your own living. It doesn't help the situation to bemoan your lot, but instead makes you needlessly wretched. Use a little philosophy. You have at least the joy of a pay envelope. Think of all the women supported by capable and well-to-do husbands, who still envy you the independence and satisfaction of having a little money you can call your own.

Mind I don't say you are really better off than these sisters who find it difficult to secure the desired appropriations from a stingy exchequer, for maybe you are not. But since it is a well known fact that many wives covet what they deem your good fortune, there is no harm in your getting all the comfort you can out of it.

If this fails to bring complacency, there are other kinds of psychological solace, just as cheap and which possibly may be more effective in your particular case. If you are inclined to hold to the tenets of the reincarnationists, it will not be difficult for you to believe that in some previous state of existence you had dead loads of money; and that in some future state you are going to be a Hetty Green or a Mrs. Russell Sage; that now you are merely passing through a brief span of poverty which is necessary to the symmetrical development of your character. Once you come to know about them, these remedies that are wholly in the think are limitless both in variety and efficacy. Find the one that hits the right spot.

Very likely you don't intend to make a life work of your present occupation, but expect sooner or later, preferably sooner, to marry. Don't let it be too evident that you are only waiting, and that you regard your present employment as a mere makeshift. The woman who feels the transitoriness of her industrial tenure so keenly that she does not think it worth while to master details of her calling, makes a sorry excuse of a worker.

Don't expect the men who work with you to spend their time making things easy and pleasant for you. They have their own duties to perform, and you have no right to feel that they ought to take upon themselves any part of yours. Let your bearing be such as to command polite and courteous treatment, but don't

look for favor simply because you are a woman.

Don't try to do what is too hard and heavy for you. When it comes to muscular strength, the average woman can not do a man's work. Better not attempt it. But on the other hand, do not shirk portions of your work that you find irksome and disagreeable and which soil your hands a little. One reason why women have to work for low wages is because many of the sex will not tackle any sort of a job that has not been plucked of all repugnant features.

Don't tattle. Don't let the secrets of the office or the store where you work leak out through any indiscreetness on your part. Be loyal to your employer. Should you chance to find one whose character and conduct does not merit this faithful fealty, look for another place.

Possibly you are one of the earnest, overzealous souls that does not in the least need all these exhortations and strictures. In which case you may require a counter warning not to carry your school or your office or your store home with you; not to be teaching pupils or typing letters or selling goods in your dreams; not to fall into the mistaken habit of working hurriedly or in a nervous strain.

Work while you work. Bring your full powers to bear upon the task in hand. Don't be afraid of extra effort or a little overtime. But when you are done, quit your task as fully and as sharply as you enter upon it. Letting go is just as important as taking hold.

Cut down on outside employments and so-called duties. It is unjust both to your employer and to you to burden yourself with heavy outside stunts. Your regular calling demands and is entitled to your best and freshest energies.

The most vital objection to married women, particularly those with children, entering the ranks of paid workers, is that to do so places upon them a double load—each has the care of a home as well as the work of the position she is trying to fill. One set of duties or the other must be woefully slighted, or else she must labor very long hours and be constantly overwrought.

Many women who have no family cares persist in taking upon themselves an absurd number of extraneous tasks. Miss M—, who is an expert book-keeper, is an example. She worked in an office nine or ten years, when she broke down and was

compelled to take a long rest cure at a sanitarium. Those who knew her only in a business way supposed that it was the responsibility and close confinement of her work that ruined her health. Those who were acquainted with her habits of life and knew that to the labors of an exhausting occupation she added house-keeping (Miss M—has a nice little bungalow paid for with her own earnings), tending garden, doing much of her own sewing, taking French and giving German lessons, keeping up her music and attending the sessions of a girl's club of which she was the main works—these shrewdly guess that not so much her toil over her employers' ledgers, as her own insatiable passion for doing things, was the real cause of Miss M—'s deplorable collapse.

Finally, little working sister, don't be forever wearing an aggressive air of showing the world what a woman can do. Women can do a lot and do it well; but it isn't necessary to be all the time making invidious comparisons and throwing out sarcastic little slurs touching upon the general shiftlessness and inefficiency of the men. Some of the men are pretty decent chaps and fairly good workers. Anyway it is unwise to be stirring up an industrial antagonism between the sexes. Do something well and it will be found out and your proficiency recognized; sooner and better if you do not make yourself tiresome and disagreeable by prating of the superiority of women. Quillo.

Our National Opportunity and Duty.

Patriotism, love of country, broadly, is to do that which will maintain its integrity and build for its prosperity, for the prosperity of a nation spells prosperity for its people. While a commercial depression, severe and serious, has caused hardship and suffering to many there is suddenly launched among several of the leading nations a war in the seriousness and severity of which all wars before chronicled in the history of the world are surpassed. That it must cripple the industries and commerce of these nations is obvious; that it will put them all under a serious financial burden is certain.

With the continuation of its policy of neutrality—and I sincerely believe this policy will be maintained with persistency and dignity—our country is in a position to pursue its industries and commerce in a manner and to a degree never before experienced.

Markets of the world heretofore largely supplied and commercially controlled by the nations now at war must be supplied. These markets cannot close or patiently wait for the end of hostilities and the lapse of time necessary for recovery; they must have manufactured goods and food supplies. And where can they look for them with certainty of being supplied but to the United States of America?

We are promised a wonderful harvest; our mills and factories are in readiness for producing goods; we

have the workers, ready and eager for the work, and the financial institutions to do their important and necessary share. South America importing annually merchandise to fabulous amounts, has patronized the European nations for much the larger part and through the same sources has regulated her finances for her imports. Are not these markets now open to the producers of this country?

I do not rejoice that the opportunity comes to us, in the way it has, for who can rejoice at war, but the opportunity is here and should be grasped.

To ascertain promptly the merits of these markets, new to many producers, is the duty of all for themselves and for the country. It means there will no longer be unemployed, and when this is accomplished prosperity is the result.

In the love of country, repeat and continually repeat, not to yourselves but to the world: "Made in the United States of America" until all the world has known the slogan; then continue to repeat it that the world shall not forget.

"All the world" includes ourselves, so take the slogan home; we are large consumers as well as large producers. Why not increase our home markets by consuming more of home production? This is patriotism and loyalty, and the individual demand for "Made in U. S. of A.," will increase the demand to producers, giving and continuing employment to all who want. With none or a minimum of unemployed workers prosperity is sure.

George Pope.

Jewish Co-Operative Society.

The Jewish farmers of Starke county, Ind., have formed an agricultural society for the purpose of purchasing supplies and disposing of their farm produce. The Starke county society is a branch of the Jewish Agricultural Social of America, and the local number is 76. There is a large Jewish colony in Starke county, and many of them are developing into good farmers. It will be interesting to observe the progress made by this society. It has the backing of some of the best Jewish business men in America. The parent organization has vast resources. It is semi-charitable in its nature, and its sole purpose is to aid deserving Jewish people in getting a start in life. It loans them money at 4 per cent. interest, and is said to be very lenient in dealing with borrowers.

Argument Closed.

Jackson and Johnson are not now on speaking terms. It all arose as the result of an argument which required some mental calculation.

"I tell you," said Jackson, "that you are altogether wrong in your conclusions."

"Pardon me, but I am not," replied Johnson.

"Didn't I go to school, stupid?" almost roared his opponent.

"Yes," was the calm reply, "and you came back stupid."



How One Merchant Handles This Important Adjunct.

Window display merits far more careful attention than many merchants devote to it. The pulling power of a window depends, of course, largely upon location; but the testimony of experienced merchants is that, no matter what the location, it is a very effective factor in drawing trade.

A good window display will halt the hurrying passer by; it will even, if sufficiently striking, draw people from the other side of the street. It will jolt the man engrossed in other thoughts into a new train of reflection. And the merchant, whether he fills his window or not, pays for it; he might as well, therefore, put a little extra thought into the subject, and put on displays that will bring him bigger returns.

What is it that makes a display effective? It must catch the eye of the wayfarer who isn't looking for it—hence there should be some little element of novelty. A bright touch of color is often enough. It must interest the customer—therefore, it must concern something of which a lot of people at that precise season are likely to feel the need. Hence, the display should be timely. And, to carry the customer along to the buying point, the goods must be shown in an appealing and attractive way. Cleanliness is essential.

Time is saved in window trimming by thinking out ahead what sort of display you wish to put on. The clerk who starts right in to fix up a display without first planning his general scheme is apt to botch the whole thing. More than that, he has to stop every now and then to ask himself: "What next?" and as a result he wastes time which could be saved by careful planning. True, when he does plan he may not carry out his plan to the letter; but the plan at least gives him a solid foundation upon which to build, and little modifications and re-arrangements in the display are made easily and with little lost time.

A frequent trouble with the inexperienced window trimmer is that he tries to put too much into a display. The display is overcrowded. More than that, it is often discordant. It is a safe principle to confine a display to a single topic, and to show only related goods. Thus, in a drug store, a display of tooth brushes and tooth pastes and other dentifrices would relate only to a single topic—"Care of the Teeth"—but a display of tooth brushes in combination with

cigars would contain jarring elements. Nevertheless a showing of tooth brushes and ten cent cigars in a display of "Any article in this window for 9 cents" might be in order; for the simple reason that the uniform price is the central topic of the display. "Select a central topic for your window and then stage your display to conform to that topic" is a safe principle to follow in window trimming.

Good window displays are not expensive. True, some merchants indulge in costly scenic and mechanical effects; but the most effective displays from a business point of view are those which show the goods the merchant has in stock. Often the plain, everyday display of staples pulls more orders from the street than does the elaborate, decorative effect which attracts a lot of attention but neglects to clinch sales.

The merchant has the goods. He has the window. Both of these represent the investment of money. Combined, they will help to produce sales. Therefore, it is up to him to combine them in the most appealing and convincing way. The spectacular display may create a lot of talk about the store in general; but the merchant as a rule will find it far more worth his while to use his window for the purpose of showing some particular line which will interest the people and produce actual, hard cash results.

Nevertheless, little added touches help to enhance the effect of staple displays; and, where attainable, they should not be neglected. Thus, price cards should be employed. One or two cards, putting into exact words the significance of the window, will supply a missing link in the chain of argument. Then novel effects can be produced in simple way—such as the use of red tags for pricing, or of blue lettering instead of black, or of paper streamers pasted to the glass instead of paste-board cards distributed among the goods. In a grocery display at picnic time a miniature tent will give an added touch to your suggestions for a picnic lunch. Such ideas will suggest themselves at every turn to the alert merchant; and in this regard he can glean much assistance, also, from his salespeople, who quite often are more closely in touch with the customers than the merchant himself.

The demonstration window—the window which shows just how things are done—is always good. But a demonstration window can be made more effective by spreading out a little. Thus, where a chimney is convenient in a hardware store, a range

can be demonstrated; but it is just as easy to add kitchen utensils of various kinds, and show a model kitchen, fully equipped, with the range as the center of attraction. Much, of course, depends upon the size of the window.

As essential is to keep windows thoroughly clean. The washing of windows is a rather onerous job and all the more onerous because there are times when it seems impossible to produce first class results. Here is the way one expert says it should be done:

"Choose a dull day, or at least a time of day when the sun is not shining on the windows. If the sun gets at them they're pretty sure to get dry streaked. Take a painter's brush and dust the windows inside and out. Wash all the woodwork inside before tackling the glass. The glass must be washed rather slowly in warm water diluted with ammonia—don't use soap. Use a small cloth on a pointed stick to work the dust out of the corners and wipe dry with a small piece of cotton cloth—do not use linen, as sometimes it leaves lint on the glass. Finally, polish the window with tissue paper or old newspaper, being careful that the latter isn't too heavily inked. It is better than soap, this way, and takes about half the time." William Edward Park.

He Wanted the Same.

A Washington man celebrated the eighth birthday of a nephew of his by taking the lad to luncheon at a big hotel. The youthful guest had not noticed that at the conclusion of the luncheon his uncle had tendered a fifty dollar bill in payment thereof; but the boy did notice that when the waiter returned he brought with him a plate, upon which was piled a huge mound of greenbacks and silver. With a longing glance at the money, the boy leaned toward his uncle and said: "If you please, Uncle Tom, I'll have a plate of that, too."

Men are hard to satisfy, yet what is more unsatisfactory than a satisfied man?



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

Safety First in Buying

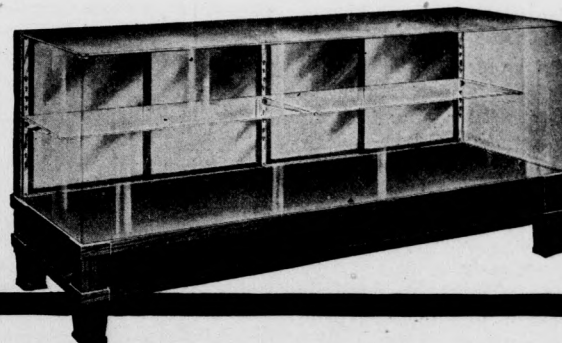
SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

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

Butler Brothers

Exclusive Wholesalers of
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.

Necessity of Sticking to the Idea. Written for the Tradesman.

There are few hardware dealers so slow or lacking in initiative or ambition that they cannot think up worth while ideas for improving their store or selling methods. There are few clerks so lacking in capacity that they cannot see a way to do better work and produce better results for the business, and, as a logical result, for themselves. Ideas, in fact, suggest themselves at every turn.

But more than the idea itself is required to produce satisfactory results. Here it is that a great many merchants and salespeople are deficient. They can think of a great many things that it would be well worth while to do, things that would help business, and that are perfectly feasible, even under the conditions which confront the average merchant. But when it comes to putting these ideas into effect, the man of ideas "falls down" lamentably.

Lack of "executiveness"—the capacity for carrying out an idea once it is formed—is, in fact, at the root of a great deal of positive failure, and a great deal more failure to attain the fullest possible measure of achievement.

Of course, stock taking is the time when new ideas are most likely to present themselves and when good resolutions are usually formulated, only to be neglected after a week or two; but there is no season of the year when the hardwareman doesn't notice something that he can do to help business along.

Thus, when the stove season started up, a hardware dealer thought it would be an excellent thing to keep his stove department bright, clean and attractive. In fact, stove selling in some measure depends upon the attractiveness of the stove itself, and no stove can show to best advantage when it is dusty, rusty or littered with odds and ends of stock.

For a week or two the merchant succeeded in putting his ideas into practice. Then he grew careless. His clerks followed his example. After a few weeks, the heaters were uniformly dusty, little specks of rust showed here and there, and most of the kitchen ranges were piled with odds and ends of stock waiting distribution to other parts of the store.

Nevertheless, the idea was a good one. It has occurred to most stove dealers at one time or another, and

a large share of them are systematically carrying it out. All that is needed is to go at the thing systematically and determinedly, preferably making some one clerk responsible for the care of the stove department and answerable for its attractiveness.

Advertising is a frequent avenue in which are met ideas merely thought of, or, at best, but half carried out. Most of the merchants who complain that advertising doesn't pay are the men who suffer from lack of executiveness. They think it will be a good thing to advertise systematically and persistently. They make a start. And—well, at the end of a three months' contract they can see no direct results. There has been no rush of customers. The store isn't crowded from morning to night. Advertising doesn't pay—hence the advertiser quits.

As a matter of fact, spasmodic advertising doesn't pay and advertising that is carried on for only a few months—on the "give it a trial" principle—may fairly be called spasmodic. The value of advertising is proven by the experience of merchants who have advertised and are advertising persistently. Sticking to the idea is what pays in advertising.

Another idea that often crops up among actual advertisers is that of planning the advertising campaign ahead, changing advertisements regularly, and getting in advertising copy early. A number of years ago a young hardware dealer decided that he would advertise regularly, would so far as possible run his newspaper copy and his window displays concurrently, treating the same subjects simultaneously in both; further, that he would change his advertising copy three times a week, have it written up at least a week ahead, and get the copy down to the newspaper offices the evening before publication.

He planned all that, years ago, that inexperienced, ambitious hopeful hardware dealer—and he is doing what he planned right now. He saws the plan makes the preparation of advertising copy easy, and in that advertising does pay. Yet quite a few merchants to whom the same ideas have occurred declare that such a scheme can't be carried out—just because they lack the persistence and determination of character to carry it out.

The store paper has been declared a good advertising medium, particularly in small places where there is no regular newspaper. Now and then a merchant is convinced of its value, and tries it, to the extent of one issue. He can't see immediate re-

sults, and so he quits. The store paper idea is one which requires sticking to it to produce results, and results are cumulative—the further you go, the bigger they become.

A merchant thought it an excellent idea to hold weekly conferences with his clerks and talk over the goods, swap information concerning experiences with customers, and, in short, help one another along with practical suggestions. He held a couple of conferences. Then the war came along, and the merchant's nerves went all to pieces—metaphorically speaking. He was afraid of consequences. He lost heart for business. The conferences were dropped, and haven't been resumed.

Yet another man, who had adopted the conference idea a little earlier, says he has kept it up—that the boys are working like beavers—and that business, for him, is holding up remarkably well. Furthermore, he says that a good idea, if it is worth anything at all, is worth its utmost in time of need; and that the men who use their ideas in the face of apparent business danger are the men who are going to avert bad results and bring good out of evil.

The good ideas that occur to a man in business are of all sorts—big and small. His idea may concern the best way to clean a show window or it may involve an advertising plan covering a year or more. But the great essential, when a good idea has occurred, has been carefully weighed and pondered over, and has been fin-

ally judged worth while, is to carry it out with all the energy at your command. Plus persistency, more persistency, and yet more persistency.

Sticking to the idea, in fact, is what makes the idea worth while. A few men sticking to an idea that was worth while ended slavery in the American Union. One man, sticking resolutely to an idea, brought the Union safely through the great convulsion that followed. In all history, the ideas that live are the ideas that have a few people who are willing to stick resolutely to them. And the ideas that prove worth while in business are the ideas that the merchant is willing to stick to until he carries them out. William Edward Park.

Make Out Your Bills

THE EASIEST WAY

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

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.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

THE MEAT MARKET

Holiday Trade in the Butcher Shop.

Thanksgiving and Christmas, both of which are not so very far away now, are inseparably connected with good things to eat in the average person's mind, and the turkey of the former with the turkey or roast beef of the latter, hold a warm place in the affections of almost all. The alert butcher who sees in this trade a merchandising problem, and who uses a small amount of brains and hard work, can capitalize this feeling much to the advantage of his own pocketbook. On the other hand, the retailer who buys a few barrels of turkeys and throws a few in his window for a display, relying on his trade to buy their birds from him, and letting it go at that, usually comes out at the small end of the horn, and is one of that large number who complain that holiday trade is not really worth the extra time and bother which it requires. Their complaints are not based on lack of opportunity for profitable trade, however; they really spring from the fact that the butcher has not had sufficient gumption to take advantage of the opportunity which is offered by this season of the year.

In handling this trade, good buying is the first prime requisite of success. The average butcher looks at this end of it as one grand little speculation. He watches the market like a hawk watches an unsuspecting hen. He usually goes out to buy a long time before he really needs the birds, just because the market happens to break a cent or so a pound. He bases this action upon the reasoning that this cent saved will give him the whip hand over his competitors, and that he will thus be able to corner all the holiday trade in his particular neighborhood.

Now, this all sounds very well on paper, but in actual experience, like all other speculations, it rarely works out the way our friend thought it would. First of all, he can not carry the stock he has purchased in his own ice box, so he has to put them in a freezer and pay carrying charges. Then the week of Thanksgiving turns out to be warm and rainy, and bang goes the market, right down to the same figure at which he made his purchases. His competitor on the next corner, who has waited, goes happily to market and buys his stock at practically the same price as the wise butcher bought it, without having to stand the extra expense of the carrying charges, and he gets better stock, fresher and more mature, with the result that he makes a profit, while

our wise friend is mighty lucky if he manages to break even. And he adds his voice to those who cry that holiday trade doesn't pay.

A great many butchers also have the tendency to overbuy when laying in their stock of turkeys. This usually results in their having a couple of barrels left over, which they must sacrifice, with hardly any market in sight, or else place in the freezer with the hope that they can get rid of them at Christmas. If the weather has been at all mild or damp, and it usually is at this time of the year, these birds are in no fit condition to go into the freezer after they have been held in the butcher's box for four or five days, and in a majority of cases result in a dead loss. Buy closely, if you want to make a profit out of this trade. It's very rare, though it was the case last year, if you can not get an extra barrel when you need them.

Handling the birds in the market is another important factor in successful holiday trade. All turkeys purchased should be graded as soon as they are delivered. Thanksgiving turkeys usually show up a percentage of poor birds, especially when the butcher buys in barrel lots. This is inevitable at that season of the year, as turkeys are not really at their best. Then there will be found another percentage which will have slight defects such as skin bruises, crooked breasts, etc., defects which do not affect the quality of the birds, which do make them harder to sell.

Unless the stock is carefully graded, practically all the perfect birds will be sold immediately, as the customers will naturally pick out the finest looking birds that are in sight. This results in the retailer being left with a picked over stock, good-

enough birds, but hard to sell, and possessing no way to satisfy the customer who wants a perfect bird and is ready and willing to pay for it.

Here is a plan which has been used successfully in meeting this condition. Carefully grade your stock and put a percentage of first-class birds back in the box. Take the remainder and mark up all the perfect ones about two cents a pound more than the imperfect ones. Put a weight ticket with the price as well on each bird. See that the weight is exact in pounds and ounces. This does away with the weighing of four or five birds in succession in order to satisfy a customer during a rush of trade.

When the displayed stock is all disposed of, take out the selected birds from the box and hang them in place. You will have no trouble in disposing of them at good prices to the late comers, of which there is always a number. You will have a good stock to show these people, not the birds that have been picked over and refused.

Turkeys, despite a widespread belief, do not sell themselves. If you are going to get all the profit there should be in this trade, you have to use salesmanship and merchandising ability. Of course, your regular trade may be depended upon to a certain extent, but sometimes there is quite a falling off even here. Other firms go after this trade besides the meat market. Two years ago in New York City a large department store, which ordinarily has no meat department, sold 10,000 turkeys in three days by the use of a strong advertising campaign. Every one of these sales was a loss to a retail butcher. And every one of these sales could have been made by a retail butcher if he had gone after it in a proper way. Chain markets also feature turkeys as leaders, and the butcher must meet this competition, if he desires to hold his trade.

Display your stock of holiday birds in a proper way. Make them attractive. Don't just hang the hooks in your window full of birds, and let it go at that. Get something out of the ordinary in there, something that will make people stop, and look and come into your market. Create talk and discussion and you will sell goods.

Two years ago a butcher in Phila-

delphia did the largest turkey business he had ever done. And it was all because of the novel window display which he made. He backed his window with light strips of varnished wood, nailed a coarse green burlap across them, hung a few small pictures from his home apartment on the walls and threw a rug across the bottom of the window. Then his next step was to take a round table, put a cloth on it and set it with a full dinner service and in the center placed the largest papier mache turkey that he could buy. A few other small pieces of furniture gave the whole thing a natural look, and took the crowd. One sign was all he used: "What is Thanksgiving without a turkey like this? Nothing, say we all. Lots more just like this are right here at 28 cents per pound." From the time the display went into the window until the time it was taken out there was always a crowd in front of the market, and always a large number of purchasers inside. No department store sale, or chain market leader cut his sales that year.

Brains plus hard work will always make a profitable holiday trade. Get away from the old way of allowing this trade to take care of itself.—J. S. Lehrmann in Butchers' Advocate.

Shrinkage in Smoking.

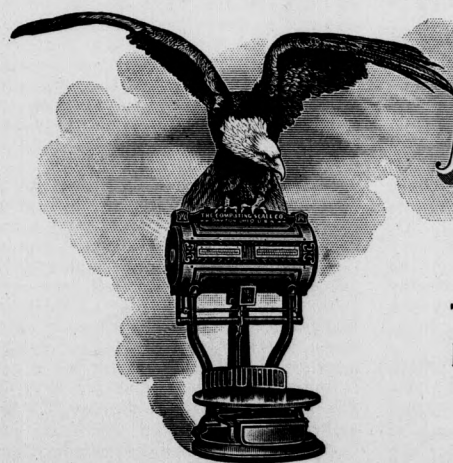
Any material used that will produce cold smoke will lessen shrinkage, inasmuch as the more heat applied in this way the more evaporation, consequently the more shrinkage. A liberal quantity of sawdust, which at a certain stage can be used, should be used. It drowns the flames and deprives the wood of some of the heat it was giving off. The smoke at this stage is just as effective, but it is a cooler smoke and makes less shrinkage in the meat.

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 Grand Counselor—M. S. Brown, Saginaw.
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 Grand Past Counselor—E. A. Welch, Kalamazoo.
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 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.

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DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 19—Learn one thing each week about Detroit: Seventy-five per cent. of all the gasoline torches used in America are made in a Detroit factory which produces one every minute.

An Englishman has invented a machine which will permit a singer to hear his own voice exactly as an audience hears it. This should prevent a repetition of many songs that are sung in vaudeville.

After all, Grand Rapids is partially up-to-date. Several telephone subscribers have their names in the telephone directory.

The news of the death of E. J. Weinberg, banker and merchant of Prescott, last week was received with sorrow by the many friends of the family in this city. Mr. Weinberg was a pioneer merchant of Prescott and was beloved by all with whom he came in contact. His business brought him to Detroit many times during the past and each trip endeared him more to the friends he made here. The survivors—a wife, two two daughters and two sons—have the sympathy of the Tradesman in their bereavement.

George W. Paldi, general merchant of Snover, was a business visitor in Detroit last week.

"I was looking for news for the Detonations columns last week," said our special reporter, "so I took the right side of Woodward avenue—which, by the way, is the left side—because the saloons are on the other side. Towering above the crowds I saw the asparagus features of Norm Eggeman who is trying to sell hats for the Western Hat and Cap Co., of Milwaukee. Goteny news for the Tradesman? I asked, and you should have seen the look of anxiety that paled his peaked features. Oh! I soliloquied, them's not anxiety looks, that looks more like a streak of jealousy, so I repeated my question. Goteny news for the Tradesman, Norm? He looked around carefully, then stepped up and whispered

"Yes, Gard Wallace is the father of a baby and, honest, I can't see what there is about it for him to act so chesty about." Oh! I said, how long have you been married Norm? and he said, 'a year and a half.' And how long has Gard Wallace been married? 'A year and a half. You see we got married at the same time.' How many in your family, Norm? I asked. Then that jealous look came over his face and he said, 'All I can support while Wilson monkeys with the tariff—my wife and her husband.' So I left Norm and found Gard Wallace and he looked just as happy as though he had never got married. Hullo Gard, goteny news for the Tradesman? and he said, 'Yes, we have a new package of expense at our home and Norm Eggeman is awful jealous.' How much does it weigh? I asked, 'Eight pounds. Has a wallop in either mitt and a chest expansion of 2 1/4 inches,' he said proudly. When did it arrive? I asked, looking for details for a good item. 'Last Sunday and you should see that kid.' Just then I saw a big fat woman coming, so I said to Gard for an excuse, Cheese it, there comes my mother-in-law. I have been thinking ever since if that fellow became the sudden owner of twins, instead of only one half of twins, he'd swell up so that he would burst and a person would have to go to Pontiac or Oxford to find the buttons that were on his clothing."

Norway has ordered her drink manufactories closed and the grain thus used to be kept for bread. Which reminds us of the man who was carrying home a sack of flour on his shoulder. A bar habitue on the opposite side of the street, observing him, turned to a bystander and said: "Look at that rummy bringing home that flour—and I'll bet he hasn't got a pint of whisky in the house."

The Acme Foundry Co. is having an addition built to its building at 1-9 Isabella avenue.

The New Era Association, according to the newspapers, is backing the amendment to the insurance laws. We would advise anyone contemplating doing business with this concern to write the State Insurance Commissioner as to its status or ask any old line insurance agent what statistics he has on it. Possibly, after this is done, it will be easier to convince yourself and friends why they should vote NO on the amendment and why the N. E. Association is back of the amendment.

H. A. Palmer, well-known Oxford druggist, was in Detroit last week on a business trip.

The shoe store of Joseph Stropp, 1642 Joseph Campau avenue, was entered by burglars Friday night. Mr. Stropp's loss was light, however, only two pairs of shoes were taken which speaks well for his stock, the burglar or burglars probably figuring that two pairs of Stropp's shoes would last them for the winter.

More "new" hotel reports. Talk of a new hotel to be built on the site of the Occidental at Muskegon. However, we are getting more reports of new hotels for Michigan than we are hotels.

The date of our birthday is rapidly

approaching. To facilitate matters we would ask that all packages be sent prepaid by express. Already our beloved brother-in-law, Angus Pennefather, has accumulated 968 tobacco coupons and says that he is buying tobacco for his friends so he can have a sufficient number of coupons to get a fitting present for us.

Mr. Blackman, of Blackman & Burdick, general merchants at Quincy, was a business visitor in Detroit last week.

C. A. Brubaker, merely a Mears merchant, writes that he thinks E. A. Stowe is a durn shrewd editor to see any poetry at all in our verses. Again we say, bring on the knout.

An amendment that is rarely mentioned, yet is of utmost importance to traveling men and students in attendance at schools away from home to vote wherever they may be on election day. If you, Mr. Traveling man did not know of this amendment get busy at once and advise your friends to vote YES although it is hard to see where there could be any opposition to such a measure. If this amendment carries all that will be necessary for a traveling man who happened to be in another city on election day, would be to properly swear in his vote.

Mike Cassidy, Adrian merchant, was a Detroit business visitor last week.

David Scheyer, department manager for A. Krolik & Co., returned from an Eastern trip last week.

Harry Eberline, of Crowley Bros., one of Detonation's reservists, unless reporting within six days for duty will be Sunday sunned.

Dr. E. R. Johnstone, of Bancroft, was in Detroit last week in the interest of his drug store.

Next Saturday night, Oct. 24, is the date set for the opening party of the season given by Cadillac Council. Chairman James Hardy promises one of the best opening parties in years which in itself should bring forth a goodly sized crowd.

Lewis M. Steward (Postum Cereal Co.), of Battle Creek, who moved to Detroit a little over a year ago from Columbus, Ohio, moved to Pontiac about four weeks ago. Since residing there his wife had the misfortune to be obliged to undergo a serious operation, the third in eighteen months. We are pleased to state at this time that she is greatly improved and was able to leave the hospital last week. Lewis says that things would have been different had he only discovered Postum earlier in his career. He is a member of Columbus Council No. 1, U. C. T. He visited Detroit Council No. 9 at their meeting last Saturday night.

There are officers in Detroit Council who will soon be elevated to the highest office in Council, who, we are sorry to relate, attend but few of the meetings. These meetings are held but once a month and the date is known for months or years in advance so that, in the case of the officers especially, there is not much excuse for making engagements that will conflict with the date of the meeting. If they will not give the presiding officer their support now, how can they expect the support of the Council when the same chair is held by them?

Charles Welker, of C. Elliott & Co., is strutting about with his chest stuck out and an uncanny smile on his face these mellow October days. Sunday Oct. 11, an eight pound package was left at his home—"and all boy too," says Charles. The only displeasing feature about a baby boy appearing on the scene in October is the fact that on that month milk advances 1 cent a quart. But then, Charles says, he doesn't care if it advances 2 cents—the kid's worth it.

Tests by an Eastern railroad have shown that its green switch targets are more easily seen if painted with

a white border. Slap on plenty of coats of white then.

P. Medalie, veteran dry goods merchant at Mancelona, was in Detroit on business last week.

A. E. Burns, well-known locally, where he has been connected with different leading shoe stores for years, has been appointed manager of the Queen Quality shoe store, 215 Woodward avenue. The choice of Mr. Burns by the company manufacturing these shoes is a happy one as he is well liked and has hosts of friends.

Referring to Chase Osborn, who promises to save Michigan from the "extravagant and devastating" rule of one of the grandest governors Michigan has ever had, Woodbridge N. Ferris, a circular gotten out in Allegan stated that the "ex-governor" and "next governor" would speak at a Republican rally to be held there. "Huh," said D. E. Burgess, who runs a large department store in that lively village, "so Ferris is going to speak, too, according to that."

Now that Russia has changed the name of St. Petersburg, why not send a petition to Austria to change the name of Przemysl.

At the meeting of Detroit Council, held Saturday night, the names of three candidates for membership were voted on and accepted, while one re-instatement was accepted. Russell A. Buhner, representative for the Begle Manufacturing Co., of Saginaw, appeared, disappeared and re-appeared in the shape of a full fledged member of the Council, proudly wearing the new button presented him by the Council.

C. Elliott & Co. have organized a bowling league among their employees, composed of four teams, as follows: Ceco, office force; Red caps, warehouse; Lighthouse and Pathfinder, salesforce. The season opened with victory for the Lighthouse over the Ceco team and the Pathfinder over the Red caps.

H. M. Richmond, general merchant, North Branch, was in Detroit last week on a business trip.

One concern which has implicit faith in the future for business is the Dwight Lumber Co. The company is building an addition to its plant that will double its output for 1915. The Dwight Lumber Co. does a large export business with England in the interior finish line and, so far as that business is concerned, or in fact any export business with England, there has been no perceptible falling off since the war, as that country has managed to keep the Atlantic open to traffic.

O. A. Rogers, of Gagetown, was a business visitor in Detroit last week.

Some person's definition of a fool is a fellow who doesn't think the same as he does.

William H. Pickron, a Rockford, Ill., boy, has been representing the Rumford Baking Powder Co., of Chicago, as its special representative, covering the Southern Michigan territory. Mr. Pickron has a pleasing personality and during his few months' sojourn in Michigan has made many warm friends who will regret to hear the news when he has finished his work in the State. For some reason during the past few

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weeks he has been going about his work with a light heart and a broad grin over his countenance and from bits of conversation dropped here and there and the large exchange of letters between his present headquarters and the Hotel Savoy, at Kalamazoo, and the largest city in Wisconsin, we have Sherlocked the fact that in the near future there will be another to bear the name of Pickron, but it will read Mrs. William H. Pickron.

War and poverty are both what Sherman said about the former and both are synonymous.

R. F. Price, well-known and popular druggist of Oxford, was in Detroit on a business trip last week.

E. King Collins, son of "Ed" Collins, veteran traveling salesman for Burnham, Stoepel & Co., is now connected with the Burrell Tripp department store in Allegan. A few peeps at the son and his actions soon convince one that he is a real chip of the old block—which is the highest recommendation any young man could wish for.

The Bay City merchants, to celebrate the opening of the new branch of the Detroit, Bay City & Western Railroad, contributed toward a fund to run a special train from Sandusky to Bay City, for which no fare was to be charged to passenger for the round trip. As this branch from Sandusky is run through arid territory, made thusly by a vote of the people, the opportunity was quickly grasped by many of the old guard, with the result that those who contributed the least toward the excursion reaped at least as great benefits as those who contributed the largest sums.

Glen Pope, up the Rapids way, department manager for the Herpolzheimer Co., says it takes brainy men to promote most lines of business, but all a saloon keeper needs is a plate of salty pretzels.

Frank B. Newman has opened a dry goods and furnishing goods store at 1219 Elmwood avenue.

F. E. Smallidge, for the second time within a year, was recently the target for bandits' bullets. Last week two men entered his drug store at 8 o'clock in the evening and asked for a package of cigarettes and when Mr. Smallidge turned around after reaching for the cigarettes he faced the muzzle of a revolver in the hands of one of the men. Instead of throwing up his hands, as directed, he ducked behind a case where the thug fired several shots at him, but luckily none found their mark. Mr. Smallidge had a similar experience last year when he was held up by Alpheus Moore, since killed by one of his intended victims. The robbers left without taking anything from the store.

If Captain Kidd were only alive today what a delightful companionship he would find in some of our hotel keepers.

Mr. Herzog, formerly of the Good Luck clothing store, has been appointed manager of the Ben Marks Co. furnishing goods store at 2949 Woodward avenue.

Earl Procton, of Hersey, was in Detroit last week in the interest of his general store.

Funeral services were held on Tuesday, Oct. 13, for Walter J. Wainwright at his home on West Grand boulevard. Although but 37 years of age, he was for twenty years a salesman for the Standard Oil Co. During the many years that Mr. Wainwright represented the Standard Oil Co., he became endeared to many of his customers and friends, all of whom will hear of his death with pangs of sadness. About a year ago he was stricken with uremic poisoning, which after several operations were performed showed no improvement. The funeral services were held under the auspices of the I. O. O. F. lodge of which he was a member. He is survived by a widow and two daughters who with

hundreds of friends and acquaintances will mourn his loss.

Love seems to survive life and reach beyond it.—Thackeray.

C. W. Higgins, of Port Huron, visited Detroit in the interest of his store last week.

Traveling men who cover the Thumb territory have started a petition requesting the Pere Marquette to run the new motor car through to Port Austin, instead of stopping at Bad Axe for five hours before returning to Port Huron. Unlike other Michigan roads the Pere Marquette will, undoubtedly, give the traveling men some consideration in their request.

F. L. Shiley, druggist, Hillsdale, was in Detroit on business last week.

George F. Day, known to the automobile trade all over the country, will act as manager of the Apperson branch in this city. The Apperson Co. is one of the oldest automobile companies in the country and manufactures high grade cars. With the management of the local branch in charge of Mr. Day, the Apperson cars will, undoubtedly, find a larger distribution in this territory.

We overheard a very pertinent remark this week: "Fritz, you seem to want your sympathies in Germany, but your body in the United States."

Dodge Brothers have let contracts for a new factory and office building costing about \$650,000. The building will be four stories high, 700 feet long and 77 feet wide. It will be known as the pressed steel plant.

W. H. Cochran has been appointed sales manager of the Decker Auto Top Co.

Representatives of seventy-five hardwood lumber firms in Michigan will gather in Detroit for the annual meeting of the Michigan Hardwood Manufacturers Association Oct. 22.

Ludwig Kryseki, general merchant of Waltz, was in Detroit on business last week.

At a meeting of the Gideons, the Christian Commercial Travelers Association, held in Detroit Saturday and Sunday, plans were made for raising enough money to purchase bibles to be placed in every room in the new Statler Hotel and the new addition of the Hotel Tullar. The organization, which embraces all parts of the country, was conceived by a Detroit man, Charles M. Smith, sixteen years ago.

One factor in the fight against the amendment to the insurance laws that should not be overlooked and is accomplishing a great deal of good, although working quietly, is the Grand Executive Committee of the U. C. T. Many suggestions of merit have been accepted from them, besides the individual and combined work of the committee which is working hand in hand with other foes of the pernicious amendment as advocated by some so-called insurance organizations that should be closed up by the State. Now is the time to work against the amendment. Vote NO next November.

Henry J. Hartman, of the H. J. Hartman Foundry Co., of Grand Rapids, was in Detroit on business last Saturday. Henry Hartman will be remembered as the Mayor of the West side, a title he held in Grand Rapids for a number of years until, on becoming a millionaire, he inadvertently moved to the East side of the city. At that time, after being publicly humiliated, the title was taken from him forcibly. Henry is German, although he says he is neutral. Of course, he says, "the reports from England and France are all lies, while those from Germany are all the truth."

E. G. Abbott, Sterling druggist, accompanied by his wife, was in the city on business last week.

Says a scientific note: A horse can live twenty-five days without solid

food, merely drinking water. If a horse was obliged to stop at some of the hotels we do, it would under the circumstances manage to live.

We again maintain that any news for the good of Cadillac Council that might come from the officers of the Council will not be used for pecuniary purposes.

The Associated Buyers' Syndicate, an organization of department store buyers from all parts of the country, will meet in Detroit on Oct. 26. O. C. Lawler, of the W. L. Milner Co., of Toledo, acknowledged authority in store organization, author and noted speaker, will address the meeting on Scientific Buying. Other prominent speakers will be F. W. McLean, Boston Store, Milwaukee; Thomas Couzens, Everybody's department store, El Paso, Texas; Henry Sarbinowski, Detroit, and K. W. Starr, Weidboldt Co., of Chicago. The Detroit committee are making elaborate arrangements to entertain the members at the Hotel Ponchartrain.

N. Cooper, of Flint, was a business visitor in Detroit last week.

A spectator watching the bowling contest between the teams from the C. Elliott & Co. league last Friday was surprised to note the big falling off of the scores, the dropping of balls and all around miserable playing until he happened to look at the allies on the opposite side of the hall and noticed a crowd of young women bowling. Then he, too, paid no further attention to games between the Cecos, Pathfinders, etc.

Mr. Gibbons, of Kelmel & Gibbons, general merchants, New Baltimore, was in the city last week on business.

Detroit Council has discovered a way to increase the attendance of its meetings. Watch for further announcements.

A fellow who always hustles is too busy to stand for a loafer.

Now is the time to boost. Calamity howling won't help business—not even in the most prosperous times. Be an Optimist.

James M. Goldstein.

Unseasonable Weather for Oysters.

On account of the continuance of mild weather, the oyster season is not yet fairly started and from present indications it will not reach its usual volume until well along in November. Uniform prices are now maintained on Northern (Connecticut) oysters as follows:

Standards	\$1.35
Medium Selects	1.50
Extra Selects	1.75
Counts	1.80

These prices are 5 cents a gallon higher than the ruling prices last season, due to the fact that oyster shippers in the Northern field have agreed to pay the shuckers 5 cents a gallon more than they did last year. Heretofore they have employed foreigners to do this work, with very unsatisfactory results. This season they have all agreed to employ native Americans.

Prices of Northern oysters range about 15 cents per gallon above Chesapeake Bay and Virginia oysters.

S. S. Burnett, general dealer, Lake Ann: "I am always glad to renew my subscription to the Tradesman. You certainly earn the money."

Frank Eilola & Co., general dealers, Hancock: "We are very much pleased with the paper and wish you all kinds of success."

New Bread Bakery.

The Grand Rapids Bread Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in cash. The principal stockholders are as follows:

Henry C. Bryant, Grand Rapids, 1,000 shares; Oliver E. Rasmus, Kalamazoo, 500 shares; Edward B. Desenberg, Kalamazoo, 500 shares.

The company will engage in the manufacture of bread on a large scale as soon as machinery can be installed in a building now under lease by the corporation. Mr. Rasmus, who manages a bakery in Kalamazoo, will act as general manager of the business here. He was formerly manager of the Kalamazoo branch of the National Biscuit Co.

War, being founded as Goethe said on hatred, necessarily tends to blot out humor. This is what those must bear in mind who lament the coarsening and vulgarizing which have come over the comic papers of England, France and Germany. In their dealings with the great conflict, lightness of touch disappears, and all that we get is a series of brutal strokes. One feels it in Punch. Its caricatures of the Emperor William seem as if hacked out by the sword, and leave him little human semblance. Similarly in the German paper, Ulk, the cartoons depicting French and English have a bestial quality that shows that so-called German culture is only skin deep. At them one rather shudders than laughs. Their designers are evidently filled with rage and fear, making the artistic result terrible, perhaps, but never amusing. This extinguishing by the war of good-natured raillery and really witty characterization and attack, among the peoples involved, was inevitable. In a way, it is a good sign. It helps us to understand what war truly is. Only when we become callous to its fearful aspects is it possible to jest about it. Still, it is rather a pity to see the humorists across the sea suddenly turn vitriolic.

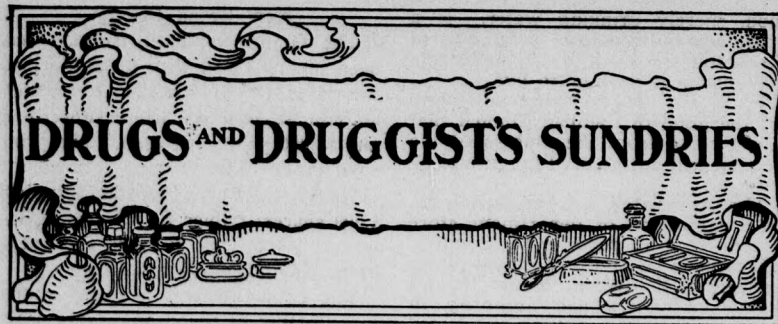
Battle Creek—The American Steel Adjustable Screen Door Co., manufacturer and dealer in screen doors, window screens, etc., has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in cash.

Detroit—The Duckett Tool and Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in property.

Benjamin Nieboer has engaged in the grocery business at 626 Thomas street, the Worden Grocer Co. furnishing the stock.

P. B. Peterson succeeds John H. Cammenga in the grocery business at 1209 Kalamazoo avenue.

B. A. Rugg has succeeded the firm of Garrison & Rugg at 1947 South Division avenue.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins, Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Grand Rapids, November 17, 18 and 19, 1914.

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

Michigan Pharmaceutical Travelers' Association.
 President—John J. Dooley, Grand Rapids.
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

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

The Drug Store Morgue.

When the woman in black handed two prescriptions to the drug clerk she said: "I'll call for the medicine some time this evening."

Before handing her the identification check the clerk figured for a moment. "One dollar and a quarter," he said. "It is customary to get a deposit on a call order that amounts to more than 50 cents."

The woman flushed indignantly. "Well," she said, "to be frank with you, I don't feel like paying it. I've been buying medicine and things at drug stores for a good many years, and this is the first time I have been asked to put up a deposit. It is such an absurd request. You don't suppose for a minute that I am going around getting prescriptions filled just for the fun of the thing, do you?"

The clerk sighed meekly. "Maybe you are not," he said, "but there are plenty of women who do. I hate to ask for a deposit. I'd almost as lief be cheated out of the money. I told the proprietor so. 'It looks small,' said I. 'Can't help it,' said he. 'We can't afford to mix three or four bottles of expensive medicine every day for women who make a fad of ordering drugs compounded that they never intended to call for.'"

"And that's just what a lot of you women folks do," the clerk added, with a defiant attempt at self-vindication. "Just look at this." He opened the door of a large cupboard at the rear of the store and pointed to the many rows of labeled bottles therein. "This is what we call the morgue," he said. "Every drug store has one. It is filled with the aftermath of the medicine fad. There must be upward of 300 bottles in that cupboard which are worth on an average of 50 cents. Every one of them has been ordered by women, the ma-

jority of whom probably never had any intention of calling for the stuff. Some of this medicine has been here for many months. It probably never will be called for, but we shall keep it for an indefinite period, anyway. Drugs once mixed are a dead loss to us, and it is better to hold them and take chances on final redemption than to throw them away."

"But what makes people order medicine that they never intend to use?" the customer enquired.

The clerk sighed. "Heaven knows," he said. "What makes people run to any senseless fad? This is all of a piece, I suppose, with the mania that induces people to consult a doctor when there is nothing the matter with them, only it is less expensive. Doctors' bills generally have to be paid whereas medicine can be compounded free of charge unless a deposit is demanded from all except regular patrons."

The woman in black laid down her \$1.25 meekly. "I suppose I can't blame you for being cautious," she said.—Chicago Herald.

Evolution of the Modern "Drug" Store.

It is respectfully suggested to the down town drug stores of Los Angeles that they are overlooking an opportunity to increase their profits. As far as is known, not a single Los Angeles drug house now carries baled hay. This is a good profitable line and should not be overlooked by the ambitious drug men. Beyond this item there are no suggestions to be made. This is the one "bet" the drug men have overlooked. All of them now sell custard pie, Swiss cheese sandwiches and French pastry, while many do a brisk business in vegetable soup, fresh laid eggs, canned coffee and practically everything that the public eats, wears, washes with or thinks about.

In mentioning the merchandise sold by our modern drug stores, the statement that they carry some drugs should not be overlooked. Even the smaller drug stores carry drugs. Of course drugs are only a side line, but nearly every drug house has a few bottles containing colored liquids labeled with meaningless Latin names. These, however, never are permitted to interfere with the proper playing up of the soda water and cafe departments, or with the intelligent display of horse blankets, stationery, automobile accessories, vacuum cleaners and sporting goods.

The day of the trim old-time pharmacy with its rows of bright clean

bottles and its dignified academic-looking apothecary are passed. Today the sick, the lame and the halt must be jostled about and await their turn while the Sheldon trained salespersons expound to more sturdy customers upon the merits of fountain pens, thermos bottles, steel cut coffee and bathing suits.—Southwest Commercial Bulletin.

Preservation of Distilled Water.

Distilled water, as we know, is an important item in the drug store. Its preservation from contamination is very important and it should be observed with the closest scrutiny, because if your distilled water is not kept in a clean, well-stoppered container—that is, if it is left exposed to dust and atmospheric conditions—it becomes as bad as before it was distilled, or you might say even worse, because it may absorb bacterial life from the atmosphere, as after water is distilled it is much more susceptible to pollution than before. Here is a very simple scheme for keeping your distilled water under ideal conditions and as free as is possible from atmospheric contamination:

Get an ordinary three-pint Phillips' Milk of Magnesia bottle, fit it with a good stopper, preferably rubber, punch two holes in the cork large enough to admit the regular size glass tubing, i. e., the same as medicine is taken through, one of the glass tubes to nearly touch the bottom of the bottle and the other tube to terminate just inside the bottle, protruding just about an inch out of the cork. The outer ends of both tubes are to be curved to the extent or shape of the letter J, turned upside down. Now an atomizer bulb is attached to the outer end of the short tube. Your bottle is then ready for use. By pressing the bulb the water flows through the longer tube. This contrivance is very easily and cheaply made. It is a most convenient way to keep your distilled water free from foreign matter. J. V. Murphy.

Must State Actual Food Content.

The Department of Agriculture, in the Service and Regulatory Announcements of the Bureau of Chemistry, has issued a ruling that where fish, olives, or tomatoes are packed in brine, the label should state the net weight of the actual food exclusive of the brine. In the case of tomatoes packed whole in brine the label should be such as to distinguish them from ordinary canned tomatoes.

Packages of mixed candies labeled "all fruit flavors," "assorted fruit flavors," "fruit flavors," etc., are considered misbranded if the candies contained therein are prepared by the use of both true and artificial fruit flavors, for the reason that such labeling would give the impression that only true fruit flavors have been used.

When a little man stands on his dignity he feels as tall as a two-story house.

"Can't afford it," is a stingy man's excuse, but it seldom leads to bankruptcy.

Be a Front-Door Druggist.

There are many druggists who deliver medicine to the back doors. The writer thinks that all medicine intended for any member of the family should be delivered at the front door. A bottle of medicine is not a bag of flour or a basket of potatoes, but it is a serious front-door proposition. The physician, the music teacher, the minister or the telegraph boy all go to the front door. Why not medicine? In families where there are servants employed the medicine should also go to the front door because a member of the family who is sick does not want their medicine laying around the kitchen. Of course, such things as mineral waters, wood alcohol and benzine belong at the back door.

Uncle's Knowledge.

Little Jimmy came to Toronto from his Northern Ontario home, where he had never seen a colored person. One day when he was out walking with his Uncle Bob they happened to pass a colored woman, and the little fellow asked.

"Say, uncle, why did that woman black her face?"

"Why, she hasn't blacked her face—that is her natural color."

"Is she like that all over?" asked Jimmy.

"Why—yes."

"Gosh, uncle, you know everything, don't you?"

Do You Know Her?

It was the custom of the congregation to repeat the twenty-third Psalm in concert and Mrs. Armstrong's notion of joining was to keep about a dozen words ahead all the way through.

A stranger was asking one day about Mrs. Armstrong.

"Who," he enquired, "was the lady who was already by the still waters while the rest of us were lying down in green pastures?"

Sometimes a cook by another name would be a despot, just the same.

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

WHOLESALE DRUG PRICE CURRENT

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

Acids			Mustard, true .. 3 00@9 50			Ipecac			Paints		
Acetic	6 @	8	Mustard, artif'l	4 00@4 25		Iron, clo.	7 @	8	Lead, red dry	7 @	8
Boric	10 @	15	Neatsfoot	80@ 85		Kino	7 @	8	Lead, white dry	7 @	8
Carbolic	46 @	50	Olive, pure	2 50@3 50		Myrrh	7 @	8	Lead, white oil	7 @	8
Citric	1 00@1 10		Olive, Malaga,			Nux Vomica	2 1 05		Ochre, yellow bbl	1 @	1 1/4
Muriatic	1 1/2 @	5	yellow	@ 2 00		Opium	@ 2 75		Ochre yellow less	2 @	5
Nitric	6 1/2 @	10	Olive, Malaga,			Opium, Capmh.	@ 90		Putty	2 1/2 @	5
Oxalic	25 @	30	green	@ 2 00		Opium, Deodorz'd	@ 2 75		Red Venet'n bbl	1 @	1 1/4
Sulphuric	1 1/4 @	5	Orange sweet	3 50@3 75		Rhubarb	@ 70		Red Venet'n less	2 @	5
Tartaric	75 @	80	Organum, pure	@ 2 50					Vermillion, Eng.	90@1 00	
Ammonia			Organum, com'l	@ 75					Vermillion, Amer	15@ 20	
Water, 26 deg.	6 1/2 @	10	Pennyroyal	@ 2 75					Whiting, bbl.	1 1-10@1 1/2	
Water, 18 deg.	4 1/2 @	8	Peppermint	2 75@3 00					Whiting	2 @	5
Water, 14 deg.	3 1/2 @	6	Rose, pure	14 50@16 00					L. H. P. Prep'd	1 25@1 35	
Carbonate	13 @	15	Rosemary Flowers	@ 1 35							
Chloride	15 @	30	Sandalwood, E.								
Balsams			I.	@ 7 00							
Copaiba	75@1 00		Sassafras, true	@ 1 10							
Fir (Canada)	1 75@2 00		Sassafras, artif'l	@ 60							
Fir (Oregon)	40 @	50	Spearmint	3 25@3 50							
Peru	2 75@3 00		Sperm	90@1 00							
Tolu	1 00@1 25		Tansy	5 00@5 50							
Berries			Tar, USP	30 @							
Cubeb	85 @	90	Turpentine, bbls.	@ 53 1/2							
Fish	15 @	20	Turpentine, less	60 @ 65							
Juniper	15 @	20	Wintergreen, true	@ 5 00							
Prickly Ash	@	50	Wintergreen, sweet	@ 2 50							
Barks			Wintergreen, artif'l	@ 1 25							
Cassia (ordinary)	25 @	30	Wormseed	3 50@4 00							
Cassia (Saigon)	65 @	75	Wormwood	5 00@5 50							
Elm (powd. 30c)	25 @	30									
Sassafras (pow. 30c)	@	25									
Soap Cut (powd. 30c)	25 @	30									
Extracts											
Licorice	27 @	30									
Licorice powdered	30 @	35									
Flowers											
Arnica	30 @	40									
Chamomile (Ger.)	55 @	60									
Chamomile (Rom)	55 @	60									
Gums											
Arnica	25 @	30									
Acacia, 2nd	45 @	50									
Acacia, 3d	40 @	45									
Acacia, Sorts	@	30									
Acacia, powdered	55 @	60									
Aloes (Barb. Pow)	22 @	25									
Aloes (Cape Pow)	20 @	25									
Aloes (Soc. Pow.)	40 @	50									
Asafoetida	75 @	1 00									
Asafoetida, Powd.	@ 1 00										
Pure	@ 1 25										
U. S. P. Powd.	80 @	90									
Camphor	50 @	55									
Gualac	55 @	60									
Gualac, powdered	70 @	75									
Kino	75 @	80									
Kino, powdered	@ 40										
Myrrh	11 00@11 25										
Opium	13 00@13 25										
Opium, gran.	14 00@14 25										
Shellac	28 @	35									
Shellac, Bleached	30 @	35									
Tragacanth											
No. 1	2 25@2 50										
Tragacanth pow	1 25@1 50										
Turpentine	10 @	15									
Leaves											
Buchu	2 25@2 50										
Buchu, powd.	2 50@2 75										
Sage, bulk	25 @	30									
Sage, 1/4s loose	30 @	35									
Sage, powdered	30 @	35									
Senna, Alex	50 @	60									
Senna, Tinn.	35 @	40									
Senna Tinn powd	25 @	30									
Uva Ursi	18 @	20									
Oils											
Almonds, Bitter, true	6 50@7 00										
Almonds, Bitter, artificial	1 75@2 00										
Almonds, Sweet, true	1 25@1 50										
Almonds, Sweet, imitation	50 @	60									
Amber, crude	25 @	30									
Amber, rectified	40 @	50									
Anise	2 75@3 00										
Bergamont	7 50@8 00										
Cajeput	1 25@1 40										
Cassia	@ 2 00										
Castor, bbls. and cans	12 1/2 @	15									
Cedar Leaf	90 @	1 00									
Citronella	1 00@1 10										
Cloves	@ 2 00										
Cocoonut	20 @	25									
Cod Liver	1 25@1 50										
Cotton Seed	80 @	1 00									
Croton	2 00@2 25										
Cupbebs	4 25@4 50										
Elgeron	@ 2 50										
Eucalyptus	@ 85										
Hemlock, pure	@ 1 00										
Juniper Berries	2 00@2 25										
Juniper Wood	40 @	50									
Lard, extra	85 @	1 00									
Lard, No. 1	75 @	80									
Laven'r Flowers	@ 6 00										
Lavender, Gar'n	1 25@1 40										
Lemon	3 00@3 25										
Linseed, boiled, bbl	@ 40										
Linseed, bbl. less 55 @	@ 60										
Linseed, raw, bbls	@ 48										
Linseed, raw, less 54 @	@ 60										

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.

Reynolds Flexible Asphalt Shingles

In Natural Colors, Unfading

RED—GREEN—GARNET—GRAY

HAVE ENDORSEMENT OF LEADING ARCHITECTS

Fully Guaranteed
Fire Resisting10
Years
Test

Approved by National Board of Underwriters.

Beware of IMITATIONS. Ask for Sample and Booklet.
Write us for Agency Proposition.

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer

GRAND RAPIDS, MICH.

1 9 1 4
Holiday Goods

OUR sample line of holiday goods is yet on display in our show room in our store. The end of the selling season at wholesale is near at hand. We are, however, yet able to advise our customers that we are in a position to serve them well and make shipment at a reasonable date. The contracts which we had with producers and importers are being fulfilled and we shall commence shipping holiday goods within a few days. To BELATED BUYERS we have this message: Come at once, and give us an opportunity to show you the best line ever assembled in Michigan and give you service that will be satisfactory.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Conservative Investors Patronize Tradesman Advertisers

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Canned Apples
Michigan Beans
Canary Seed
Hemp Seed

Index to Markets

By Columns

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

1

2

CLAMS

Little Neck, 1 lb. @ 1 00

Little Neck, 2 lb. @ 1 50

CLAM BOUILLON

Burnham's 1/2 pt. 2 25

Burnham's pts. 3 75

Burnham's qts. 7 50

CORN

Fair 65 @ 70

Good 90 @ 1 00

Fancy 90 @ 1 30

FRENCH PEAS

Monbadon (Natural) per doz. 1 75

GOOSEBERRIES

No. 2, Fair 1 50

No. 2, Fancy 2 35

HOMINY

Standard 85

LOBSTER

1/4 lb. 1 85

1/2 lb. 3 15

MACKEREL

Mustard, 1 lb. 1 80

Mustard, 2 lb. 2 80

Soused, 1 1/2 lb. 1 60

Soused, 2 lb. 2 75

Tomato, 1 lb. 1 50

Tomato, 2 1/2 2 80

MUSHROOMS

Buttons, 1/4 15

Buttons, 1 30

Buttons, 1 1/2 25

OYSTERS

Cove, 1 lb. 85

Cove, 2 lb. 1 60

PLUMS

Plums 90 @ 1 35

PEARS IN SYRUP

No. 3 cans, per doz. 1 50

PEAS

Marrowfat 90 @ 1 00

Early June 1 10 @ 1 25

Early June siftd 1 45 @ 1 55

PEACHES

Pie 1 00 @ 1 25

No. 10 size can pie 1 25

PINEAPPLE

Grated 1 75 @ 2 10

Sliced 95 @ 2 60

PUMPKIN

Fair 30

Good 90

Fancy 1 00

Gallon 2 40

RASPBERRIES

Standard @

SALMON

Warrens, 1 lb. Tall 2 30

Warrens, 1 lb. Flat 2 40

Red Alaska 1 70 @ 1 75

Med Red Alaska 1 40 @ 1 45

Pink Alaska 1 15

SARDINES

Domestic, 1/4 3 75

Domestic, 1/2 3 75

Domestic, 3/4 3 25

French, 1/4 7 @ 14

French, 1/2 13 @ 23

SAUER KRAUT

No. 3, cans 90

No. 10, cans 2 40

SHRIMPS

Dunbar, 1st doz. 1 45

Dunbar, 1 1/2 doz. 2 50

SUCCOTASH

Fair 90

Good 1 20

Fancy 1 25 @ 1 40

STRAWBERRIES

Standard 95

Fancy 2 25

TOMATOES

Good 1 05

Fancy 1 35

No. 10 3 10

CARBON OILS

Perfection 10

D. S. Gasoline 14

Gas Machine 22 9

Deodor'd Nap'a 13

Cylinder 29 @ 34 1/2

Engine 16 @ 22

Black, winter 8 @ 10

CATSUP

Snider's pints 2 35

Snider's 1/2 pints 1 35

CHICORY

Bulk 5

Red 7

Eagle 5

Frank's 5

Scheuer's 5

Red Standards 1 60

White 1 60

3

CHEESE

Acme	@ 17
Bloomington	@ 17
Carson City	@ 17
Hopkins	@ 17
Brick	@ 17
Leiden	@ 15 1/2
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
Julie Fruit	55
Red Robin	60
Sen Sen (Jars 80 pkgs. \$2.20)	60
Spearmin, Wrigleys	60
Spearmin, 5 box jars	3 00
Spearmin, 3 box jars	1 80
Trunk Spruce	55
Yucatan	60
Zeno	60

CHOCOLATE

Walter Baker & Co.	
German's Sweet	22
Premium	22
Caracas	28
Walter M. Lowney Co.	
Premium, 1/4	29
Premium, 1/2	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. 80 Braided Cotton	2 25
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
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, 1/4	35
Colonial, 1/2	33
Epps	42
Hershey's, 1/4	30
Hershey's, 1/2	28
Huyler	36
Lowney, 1/4	34
Lowney, 1/2	34
Lowney, 3/4	33
Lowney, 1 lb. cans	33
Van Houten, 1/4	12
Van Houten, 1/2	18
Van Houten, 3/4	36
Van Houten, 1 lb.	65
Wan-Eta	36
Webb	33
Wilber, 1/4	33
Wilber, 1/2	32
COCOANUT	
Dunham's per lb.	
1/4, 5 lb. case	30
1/4, 5 lb. case	29
1/4, 15 lb. case	29
1/4, 15 lb. case	28
1/4, 15 lb. case	27
1/4 & 1/2 15 lb. case	28
Scalloped Gems	10
1/4 & 1/2 pails	16
Bulk, pails	14
Bulk, barrels	13
Baker's Brazil Shredded	
10 5c pkgs., per case	2 60
25 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	22
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

4

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
Horehound	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	
Grocers	8
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)	13
Autumn Leaves	13
Bonnie Butter Bites	19
Butter Cream Corn	16
Caramel Dice	13
Cocoanut Kraut	
Cocoanut Waffles	15
Coffy Toffy	16
Dainty Mints 7 lb. tin	13
Empire Fudge	15
Fudge, Pineapple	15
Fudge, Walnut	16
Fudge, Filbert	16
Fudge, Choco. Peanut	14
Fudge, Honey Moon	15
Fudge, Toasted Cocoa-nut	15
Fudge, Cherry	15
Fudge, Cocoanut	15
Honeycomb Candy	16 1/2
Kokays	
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
1 lb. box	14
Butter Puffs	15
Salted Peanuts	12

Chocolates

Assorted Choc.	16
Amazon Caramels	15
Champion	12
Choc. Chips, Eureka	19
Climax	14
Eclipse, Assorted	15
Eureka Chocolates	17
Favorite	18
Ideal Chocolates	15
Klondike Chocolates	18
Nabobs	18
Nibble Sticks	26
Nut Wafers	18
Ococo Choc. Caramels	17
Peanut Clusters	23
Quintette	16
Regina	11
Star Chocolates	13
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	22
Almonds, California	
soft shell	
Brazils	12 @ 13
Filberts	
Cal. No. 1	
Walnuts, soft shell	
Walnuts, Chill	@ 17 1/2
Table nuts, fancy	14 @ 16
Pecans, medium	@ 13
Pecans, ex. large	@ 15

5

Hickory Nuts, per bu.

Ohio	
Cocoanuts	
Chestnuts, New York	
State, per bu.	
Shelled	
No. 1 Spanish Shelled	
Peanuts	9½ @ 10
Ex. Lg. Va. Shelled	
Peanuts	11½ @ 12
Pecan Halves	@ 55
Walnut Halves ...	@ 65
Filbert Meats	@ 38
Alicante Almonds ..	@ 65
Jordan Almonds ..	
Peanuts	
Fancy H P Suns Raw	@ 6½
Roasted	@ 7½
H. P. Jumbo, Raw ..	@ 8½
Roasted	@ 9½

6	7	8	9	10	11
Graham Crackers Red Label, 10c size 1 00 Kaiser Jumbles 1 00 Lemon Snaps 50 Mallomars 1 00 Oysterettes 50 Premium Sodas 1 00 Royal Toast 1 00 Saratoga Flakes 1 50 Social Tea Biscuit 1 00 Uneda Biscuit 50 Uneda Ginger Wafer 1 00 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00 Other Package Goods Barnum's Animals 50 Chocolate Tokens 2 50 Butter Crackers NBC 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% 10% Evaporated Fancy pkg. 10% Apricots California 15@17 Citron Corsican 18 Currents Imported 1 lb. pkg. 9% Imported, bulk 9% Peaches Muirs—Choice, 25lb. 7% Muirs—Fancy, 25lb. 8% Fancy, Peeled, 25lb. 15% Peel 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% California Prunes 90-100 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 50 Brown Holland 2 40 Farina 25 1 lb. packages 1 50 Bulk, per 100 lbs. 4 00 Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 20 Heminy Pearl, 100 lb. sack 2 25 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley Chester 3 15 Empire 3 15 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 1/2 to 2 in. 7 2 to 3 in. 9 3 to 4 in. 11 4 to 5 in. 13 5 to 6 in. 15 6 to 7 in. 17 7 to 8 in. 19 8 to 9 in. 21 9 to 10 in. 23 10 to 11 in. 25 11 to 12 in. 27 12 to 13 in. 29 13 to 14 in. 31 14 to 15 in. 33 15 to 16 in. 35 16 to 17 in. 37 17 to 18 in. 39 18 to 19 in. 41 19 to 20 in. 43 20 to 21 in. 45 21 to 22 in. 47 22 to 23 in. 49 23 to 24 in. 51 24 to 25 in. 53 25 to 26 in. 55 26 to 27 in. 57 27 to 28 in. 59 28 to 29 in. 61 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SPECIAL PRICE CURRENT

15

16

17

12

13

14

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 76
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip's, Johnson	30
Cigar Clip's, 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. pis	3 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 46
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	94
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 96
Hand Made, 2 1/2 oz.	5 00
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 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

Pilot, 7 oz. doz.		1 05
Soldier Boy, 1 lb.		4 75
Sweet Caporal, 1 oz.		60
Sweet Lotus, 5c		6 00
Sweet Lotus, 10c		12 00
Sweet Lotus, per dz.		4 35
Sweet Rose, 2 1/2 oz.		30
Sweet Tip Top, 5c		50
Sweet Tip Top, 10c		1 00
Sweet Tip Top, 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.		48
Three Feathers, 10c		1 42
Three Feathers and		
Pipe combination		2 25
Tom & Jerry, 14 oz.		3 60
Tom & Jerry, 7 oz.		1 83
Tom & Jerry, 3 oz.		76
Trout Line, 5c		5 90
Trout Line, 10c		11 00
Turkish, Patrol, 2-9		5 76
Tuxedo, 1 oz. bags		48
Tuxedo, 2 oz. tins		96
Tuxedo, 20c		1 90
Tuxedo, 80c tins		7 45
Twin Oaks, 10c		96
Union Leader, 50c		5 10
Union Leader, 25c		2 60
Union Leader, 10c		11 52
Union Leader, 5c		6 00
Union Workman, 1 1/2		5 76
Uncle Sam, 10c		10 98
Uncle Sam, 8 oz.		2 25
U. S. Marine, 5c		5 76
Van Bibber, 2 oz. tin		88
Velvet, 5c pouch		96
Velvet, 10c tin		3 84
Velvet, 8 oz. tin		3 84
Velvet, 16 oz. can		7 68
Velvet, combination cs		5 75
War Path, 5c		6 00
War Path, 20c		1 60
Wave Line, 3 oz.		40
Wave Line, 16 oz.		40
Way up, 2 1/2 oz.		5 75
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
<b data-cs="2" data-kind="parent">TWINE		
Cotton, 3 ply		20
Cotton, 4 ply		20
Cotton, 2 ply		14
Hemp, 6 ply		13
Flax, medium		24
Wool, 1 lb. bales		10 1/2
<b data-cs="2" data-kind="parent">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.		
<b data-cs="2" data-kind="parent">WICKING		
No. 0, per gross		30
No. 1, per gross		40
No. 2, per gross		50
No. 3, per gross		75
<b data-cs="2" data-kind="parent">WOODENWARE		
Baskets		
Bushels		1 00
Bushels, wide band		1 15
Market		4 00
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

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
12lb. cotton mop heads	1 30
Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25
Washboards	
Banner, Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
YOURS TRULY LINES	
Pork and Beans	2 70 @ 3 60
Condensed Soup	3 25 @ 3 60
Salad Dressing	3 80 @ 4 50
Apple Butter	@ 3 80
Catsup	2 70 @ 6 75
Macaroni	1 70 @ 2 35
Spices	40 @ 85
Herbs	@ 75
AXLE GREASE	
	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
CHARCOAL	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
M. O. DEWEY CO., Jackson, Mich.	

BAKING POWDER

K. C.	
10 oz., 4 doz. in case	85
15 oz., 4 doz. in case	1 25
20 oz., 3 doz. in case	1 60
25 oz., 4 doz. in case	2 00
50 oz., 2 doz. plain top	4 00
50 oz., 2 doz. screw top	4 20
80 oz., 1 doz. plain top	6 50
80 oz., 1 doz. screw top	6 75
Barrel Deal No. 2	
8 doz. each, 10, 15 and	
25 oz.	32 80
With 4 dozen 10 oz. free	
Barrel Deal No. 2	
6 doz. each, 10, 15 and	
25 oz.	24 60
With 3 dozen 10 oz. free	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25 oz.	16 40
With 2 doz. 10 oz. free	
All cases sold F. O. B.	
jobbing point.	
All barrels and half-barrels sold F. O. B. Chicago.	



BUSINESS-WANTS DEPARTMENT

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BUSINESS CHANCES.

For Sale—A good stock of dry goods, clothing, hats, shoes, ladies' and gents' furnishings. Located in one of the best mining towns in the United States. Stock will invoice \$10,000; will sell at 80c on the dollar. Back of Miami, are the largest mining corporations in the world. They have invested in Miami over \$20,000,000. For further particulars address G. Sam. Smargonsky, Miami, Arizona. 644

For Sale on easy terms, or exchange—160 acres low prairie for small stock merchandise. Extracted clover honey 10c pound. Witte Cash Store, Granton, Wis. 645

If you want to dispose of your old fixtures for cash or exchange for new ones, write to the "dependable" Grand Rapids Merchandise and Fixture Co., Grand Rapids, Michigan. We buy used fixtures. We sell new and used fixtures. 646

Trade Builder \$200 cash sales, no expense. General merchants, grocers, take hold, new plan, exclusive rights. Particulars free, use letterhead. J. L. Sisk Co., Madisonville, Ky. 638

Drug store in town of 3,000. Rexall agency, and three good side lines. This is a good proposition. Write at once. Address 639, care Tradesman. 639

"Jimmie's Inn" at Whitefish Lake for sale at a bargain; hotel and annex completely furnished, dance hall, barn, ice-house, sheds, piano, 32 ft. 10 h. p. boat, rowboats and about thirty acres land; cost \$8,000, if sold quick will take \$4,000, with \$1,000 down and easy terms on balance. J. A. Skinner, Cedar Springs, Michigan. 640

For Rent—Modern storeroom in corner building in county seat town, 2,500 population, three railroads; best location in town; has been occupied as clothing store for nineteen years. Address Lock Box 640, Marysville, Kansas. 641

To exchange for improved farm, solid brick building 54 x 57, three stories and basement, opposite city park, and stock general merchandise—building worth \$20,000, stock about \$10,000. Colby Bros., Crystal Lake, Ill. 642

For Sale—Clean stock hardware within twenty miles of Grand Rapids. Invoices about \$3,000. No competition. Fine trade. Cash only. Address N. T., care Michigan Tradesman. 647

\$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

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

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. Linne-mann, Brainerd, Minn. 620

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. 621

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

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

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

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

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

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 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 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

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

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. 559

For Rent—Store building. Good location for clothing or department store, in a live Michigan town. Address No. 328, care Tradesman. 328

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. Address, Wavland, 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

If you are interested in selling or buying a grocery or general stock, call or write E. Krusenga, c-o Musseman Grocer Company, Grand Rapids, Michigan. 154

HELP WANTED.

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

SITUATIONS WANTED.

Wanted situation as salesman and window trimmer in department store. Box 22, Kansas, Ohio. 643

Wanted—Position by young man of good habits, as manager or head clerk of clothing store or men's furnishing department. Can furnish A1 references. Speak Holland and German also. Address No. 503, care Tradesman. 503

ENGRAVING AND WOOD

For many subjects of a mechanical nature wood engravings are not only better for printing and for making electrotypes but are cheaper than halftones. Both are made by

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN.

Economic Coupon Books

TRADESMAN COMPANY, Grand Rapids, Mich.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 20—C. F. Decker, proprietor of the Forler Hotel, at Niles, is making a hit with the commercial men who stop at his place. He is making the trains with an automobile and takes the boys to and from the trains free of charge. He also is very obliging about taking them about town with his machine. Mr. Decker is serving most excellent meals and the rooms in the hotel are very good. He is one of those hotel men who gladly comply with the State laws governing the length of bedding used, individual toweling of cloth texture (not paper towels) and all other sanitary and comfort producing requirements. It is a pleasure to commend proprietor Decker to the consideration of the traveling public.

How does it happen that W. W. Tanner (Knowlson Coal Co.) gets favored with two pieces of pie at Hotel Lee, Buchanan? Ask him.

The first U. C. T. dancing party of the season of 1914-15 will be held at the U. C. T. rooms in the Herald building next Saturday evening, Oct. 24. Tickets can be secured from Chairman E. J. MacMillan, of the dance committee, or any of the other members; also from Will E. Sawyer, H. W. Harwood, W. S. Lawton, J. Harvey Mann or can be secured at the Johnson cigar stand, corner Ionia and Monroe avenues, the Livingston cigar stand or the Mertens cigar stand. The committee in charge is planning the best parties ever given by the Council. The old fashioned waltz, two step, etc., will be the popular dances, with an occasional hesitation, one step, etc. All U. C. T. members and their friends are invited to this series of parties. Season tickets selling for \$3. Get your tickets at once for the entire season.

W. A. Welty has returned to his old home, after an absence of eight years, and is again manager of the Hotel Vincent, at Saginaw.

It is rumored that Guy Pfander has sold out the entire output of the Peerless Cement Co. and is now looking for other fields to conquer.

A little miss has come to gladden the hearts of Mr. and Mrs. S. Baron, at Beaverdam. The little one's name is Mildred Irene and she was born Oct. 12. Mr. Baron is proprietor of the pioneer general store at Beaverdam, having recently purchased the stock, which was owned for many years by his father-in-law, the much-respected William Vermeulen. Mr. Baron is one of those conscientious, energetic, courteous merchants it is a pleasure to know and all friends join in extending heartiest congratulations to him and Mrs. Baron.

Thirteen members of Absol Guild, A. M. of B., paid a little informal visit to Muskegon Council last Saturday evening and, although the visit was unexpected, the Muskegon Council gave the Grand Rapids boys a royal welcome and they were served with an elaborate luncheon before the car left to take them back home. All the members of the party report having had a most enjoyable time and are loud in their praise of Muskegon Council. The following composed the party: Harry D. Hydorn, in capacity of District Deputy; Walter S. Lawton, Jast Grand Counselor; J. Harvey Mann, Morris Mann, Claude Lawton, C. M. Lee, H. B. Wilcox, A. R. Savery, I. F. Hopkins, W. D. Bosman, C. A. Young, C. A. Stillson and E. J. MacMillan.

Seven members of Muskegon Council signed applications for membership in Absol Guild and many more are coming over to attend the Bagmen round-up Dec. 12 at Grand Rapids.

A little joke is told on the boys in the party. While they were standing on the streets in Muskegon waiting for their car a couple of ladies passed by and one was heard to re-

mark: "Well, I guess there must be a farmers' convention in town tonight." The boys say she was looking straight at Claude Lawton when she spoke.

R. A. Waite, who sells tons of poison for the Carpenter-Udell Chemical Co., is entertaining his brother, C. B. Waite, of Washington, D. C., who is doing statistical work for the United States Government. Just now he is gathering statistics concerning all street railway systems in the United States.

William Lovelace has been in Detroit the past two weeks, securing contracts for belting and other mill supplies for his house.

Mrs. Eugene Scott and daughter, Miss Gatha, are in Albion this week, being called there by the illness of Mrs. Scott's aunt, Mrs. Sarah Drury.

A. E. Backus, Cambria, has sold his hardware stock to William Sheets, formerly of North Adams.

The Clarksville Hardware Co., at Clarksville, has sold out to W. H. Morehouse.

Mrs. H. H. Godfrey is visiting her sister, Mrs. Lue Kruse, in Toledo.

Ira Gordon is covering some territory in the Southern states and will be gone five weeks.

Mrs. Perry Hannifin entertained a company of U. C. T. ladies at 500 last Thursday afternoon.

Walter N. Burgess, popular salesman for Kinney & Levan, of Cleveland, spent Saturday and Sunday in Toledo with Mr. and Mrs. Joseph A. Sandbrink. Mr. Sandbrink is employed with Baumgardner & Co., wholesale dry goods, notions and furnishing goods, of Toledo.

Mrs. Charles C. Perkins underwent an operation at Butterworth hospital last week. Both the Bagmen and U. C. T. extend sympathy and best wishes for a speedy recovery.

Frank Smith, who has had several years' experience selling exclusive cigar lines, has joined the Worden Grocer Co. force and will cover Grand Rapids and adjacent territory, specializing on cigars and tobaccos, introducing the Picadure and Premosa brands.

Roy Reed, under whose efficient management the Polkton Mercantile Co. built up a nice business in Coopersville, has been engaged by John A. Benson, the new proprietor of the store, to continue to act as manager of the concern. Knowing Roy's ability as a business getter, we predict a growing business for his store.

A uniformity of laws governing interstate commerce, pure foods, insurance and all other subjects should be encouraged in the different states in the Union. The laws governing insurance companies in the State of Michigan are the same as those governing such companies in thirty-four other states. Vote NO on the amendment which would segregate Michigan insurance business from that done in the rest of the states.

Mrs. H. J. Shellman, who has been very sick at her home, 1501 Wealthy street, for the past three weeks, is reported some better and the wish of 131 is for her speedy and full recovery.

A bunch of fellows were congregated on Monroe avenue last Saturday. Some thought it was the reception committee waiting to greet Governor Ferris. Others made a guess it was fraternal men discussing the proposed amendment to come up at election. They were all wrong. It was E. J. MacMillan, just from the printing office with a bundle of tickets for the series of U. C. T. dances, and the crowd was wrangling as to who should have the honor of purchasing ticket No. 1.

We suggest that someone take up with the Pere Marquette Railroad or the health board the conditions of the toilets in the depot at Traverse City,

for they certainly need some attention.

Since the burning of the Russell House, in East Jordan, it has taxed the capacity of Taylor's Inn to take care of the traveling public, but the genial proprietor, Chris Taylor, is equal to the occasion and is at every train and boat with his auto to meet the boys, and all are well taken care of.

The Ann Arbor trains north and south are due of Clare at 2.10 p. m. The Pere Marquette train is due out of the same station at 2:05. What an accommodation to travelers if this connection could be made. Why not get together and do this.

The Wolverine Hotel, at Boyne City, is now run European and it is pretty good. Rooms \$1 up. Modified priced menu. Noon meal, 35 cents.

A Grand Rapids traveler was in Milwaukee one day last week and stopped at a hotel where German waiters are employed. In ordering his dinner, he specified "French fried potatoes." The waiter loftily replied, "Not on your life. I'll die first."

William E. Sawyer.

Future of Grain Prices.

The uncertain movement of prices on the wheat market, despite last week's new export orders and the belief that Europe's needs must continue heavy, shows how much of the present war situation has been anticipated. The early German victories of the war sent wheat prices rising violently—partly, no doubt, on the inference that a long and stubborn conflict was foreshadowed by them. On the Allied advance, prices declined. What effect a big German victory would have is problematical. Thus far the Germans appear to have been able to get supplies. How much longer they can do so, remains to be seen.

The fact is, more speculators whose judgment has in the past been considered as good, have gone wrong on the grain markets of late than has been the case in years. War markets are usually not good money-makers, even for the "bulls," except for a short time. The bears have made good winnings by taking advantage of the more violent advances to put out large lines; they have secured large profits on all war advances of the past sixteen years. This year the straightaway advance of over 30 cents in wheat took away their nerve, and they have thus far been unable to get into step in the right way. Yet few of the speculators for the rise have made any large winnings, keeping in mind the scope of the 46-cent advance.

One of the largest traders refused to take the buying side early in the war excitement and held off until wheat and other grains reached nearly the top. Then he took hold. His lines have already gone overboard at heavy losses. Some of the grain bought on the advance when excitement was at its height, and sold out this present week, showed a loss of 7 cents a bushel in corn, and more in wheat. It is the easiest thing in the world to go wrong on a market such as we have witnessed the past three months. Even the "country speculators," whose paper winnings were the largest in years when prices were at the top in September, have

lost their profits and dropped out. It would not be surprising, however, to see some of them in again later, when receipts drop off sharply and export buying becomes once more heavy.

The British navy has every reason to be satisfied with the progress of the naval war, and this despite the heavy losses inflicted by submarines. The significant fact is that in every real engagement the British ships have demonstrated their superiority in gunnery, with the exception of the action at Zanzibar, where the Pegasus was caught with her machinery disabled. The sinking of the armed merchantmen Kap Trafalgar and Kaiser Wilhelm der Grosse might be explained by their temporary naval character; in the case of the latter ship she was overwhelmed by a regular cruiser. But in the battle of Heligoland and the action last Saturday in which four German destroyers were sunk, the small damage done by the German fire shows conclusively the British superiority. In both cases the Germans were in a numerical minority; even so, they should have disposed of more than one of their adversaries. The British give their losses on Saturday as only three men wounded. This is precisely what American naval officer have been expecting. With all respect for the thoroughness and efficiency of the Germans, it was felt that their gunnery was not equal to that of the English, that their crews lacked flexibility and adaptability as a result of too machine-like drill; and that behind it all the British sea-tradition of centuries must give a decided advantage over any adversary. Future battles may, of course, upset this theory. But so far the advantage seems to be on the side of the English.

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

Buffalo, Oct. 14—Creamery butter, fresh, 26@32c; dairy, 24@28c; poor to good, all kinds, 18@22c.

Cheese—New fancy, 16c; new choice, 15@15½.

Eggs—Choice fresh candled, 28@29c, fancy, 30@32c.

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

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

Potatoes—New, 40@45c per bu. Rea & Witzig.

BUSINESS CHANCES.

For Sale—Harness and cobbling business. Owing to an incurable ailment I must step out of business. Location, a thriving town in Northern Michigan with a population of 500 and centrally located in one of the best and largest agricultural areas in the State. Upon sale of stock would rent building if preferred. Address No. 649, care Tradesman. 649

For Sale—Old established grocery business. Centrally located, doing \$50,000 per year. Invoice about \$5,000. Good reason for selling. Address W. C. Phelps, 16 South Jefferson Ave., Battle Creek, Michigan. 650

You, Mr. Merchant, who feels the sting of dull business with bills to meet have an excellent chance to stimulate business in quick returns on your old stock and undesirable merchandise by employing my services in your store for a few days. Twelve years' experience with exceptional testimonials. My charges are very reasonable. Write me. W. G. Montgomery, Hotel Van Buren, Chicago, Illinois. 651

SITUATIONS WANTED.

Pharmacist situation wanted. Drug or general store. Salary reasonable. Pharmacist, 116 Widdicombe Bldg. 648

WHY NOT ?

K C is pure. K C is health-ful. It really does make lighter, nicer biscuits, cakes and pastry than the old fashioned single acting baking powders.

And you pay only a fair price for it.
No baking powder should sell for more.



The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the *Pure Food Laws* and pay a profit. Of course you sell it.

JAQUES MFG. CO., CHICAGO

If You Want to Dispose of Your Old Fixtures for Cash or Exchange for New Ones, Write to the
"Dependable"

Grand Rapids Merchandise & Fixture Co. Grand Rapids, Mich.

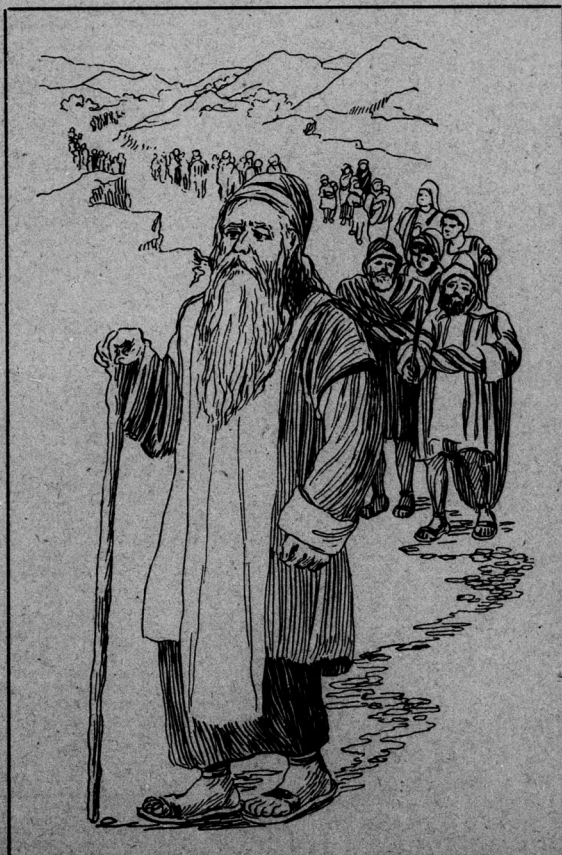
We Buy Used Fixtures We Sell New and Used Fixtures

Over 13,000 Telephones

In the Citizens Telephone Company's Grand Rapids Exchange, and still growing. Also connection with 200,000 telephones in Michigan by means of direct copper metallic Long Distance Lines.

Use Citizens Service

Moses Led the Children of Israel---He Did Not Drive Them

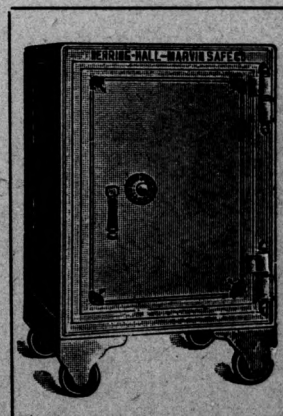


The Children of Israel were in a forest wilderness; they had faith in Moses and he led them safely out.

The business man of to-day who keeps his books of account, his valuable papers, and his cash, under counters or in cracker boxes is in a wilderness beset with just as many dangers as the one the Children of Israel were rescued from by Moses.

We Cannot Drive You to Buy a Safe And We Would Not If We Could

So far as you are concerned—if you are not now the owner of a dependable safe—it would be the best thing that ever happened to you if someone should drive you to place a good honest safe in your store or office. The most we shall do is to respectfully ask you to write us to-day for prices.



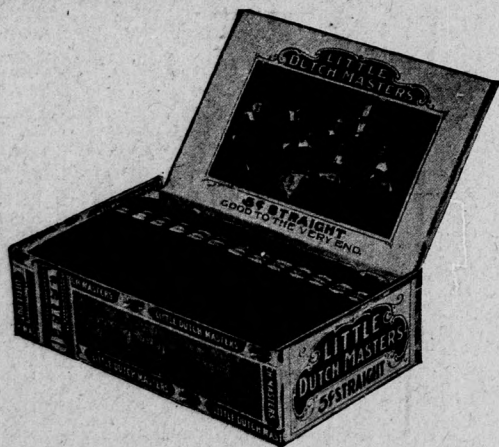
Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.

LITTLE DUTCH MASTERS CIGARS

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



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

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

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

While You Are Waiting, Wondering

Other Merchants Like Yourself Are Getting a Load of Ready
Money—The Results of Booster Club Campaigns

Don't blindfold yourself to the fact that these things are being done. Don't enlarge upon the thought that the conditions are just a little bit different in your community from what they are somewhere else. Many merchants have actually blindfolded themselves, and lead themselves to believe that what is possible for one merchant in one town is absolutely impossible for them.

VALUABLE ADVERTISING

Human nature is very much the same the world over. Everybody has ambition to a greater or less degree. Everybody is interested in the novel, the new thing that starts people of one community talking about some one else.

LET PEOPLE TALK

You as a merchant are surely not opposed to having your customers, the customers of your competitors, and the customers of mail order houses talk about you, and your store, and your merchandise more than about anybody else.

Add to this the fact that Booster Club Campaigns not only create a world of favorable comments, but also an actual merchandising visit from these people, who are doing the talking, thus adding to your sales, your gross business, your net profits.



READY MONEY

YOU WANT RESULTS—You want results like Shellenburger had. Cut out the coupon, and let us tell you what we did to bring about these sales, these profits. Do this before your competitor.

Literature will be sent on the same day that your inquiry reaches us. The first merchant in your town to write has first call on our illustrator service.

PRACTICAL ADVERTISING CO.

Springfield, Illinois

PRACTICAL, SUCCESSFUL, PROGRESSIVE, PROFITABLE

The Booster Club Campaign is a successful, progressive and profitable advertising campaign. We can best illustrate this by calling your attention to the monthly increase in business, secured with the Booster Club Campaign, for E. H. Shellenburger, of Mound City, Mo.

We are showing this report as made out by Mr. Shellenburger himself, and subscribed to by him.

Look this over, and stop to think that each month from the time the campaign began, showed a greater increase for the month before. For instance: In February his gross increase was \$1,672.16; in March, \$1,980.77; in April, \$1,356.43; in May, \$5,137.34; in June, \$6,241.08; a total increase in sales of \$16,387.78. At 20% gross profit on his increase he made \$3,277.44.

Mound City, Mo., is not a large town. nor is the community overly wealthy. It is an ordinary place inhabited by an average class of good citizens. It is much the same as the community that you live in. People have to have wearing apparel, and food stuffs. They can just as well buy them from you as from some one else. A Booster Club Campaign with your co-operation and our service will get results for you.

MAIL COUPON TO-DAY

PRACTICAL ADVERTISING CO.
Springfield, Illinois

Kindly send us at once more information about the Booster Club Campaign. Also mail us a copy of the Booster Journal. We will be glad to know how to increase our sales, our customers. We want to make friends for our store.

☐ Mark the square with an X if you want one of our illustrators to call with a complete diagram of our campaign.

Name

Town

M. T. 10-14 State