

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 28, 1914

Number 1623

Interlude

The days grow shorter, the nights grow longer,
The headstones thicken along the way;
And life grows sadder, but love grows stronger
For those who walk with us, day by day.

The tears come quicker, the laugh comes slower,
The courage is lesser, to do and dare,
And the tide of joy in the heart runs lower,
And seldom covers the reefs of care.

But all true things in the world seem truer,
And the better things of the earth are best,
And friends are dearer as friends are fewer,
And love is all as our sun dips west.

Then let us clasp hands as we walk together,
And let us speak softly, in love's sweet tone,
For no man knows, on the morrow, whether
We two pass by, or but one alone.

Ella Wheeler Wilcox.

If I Knew

If I knew the box where the smiles are kept,
No matter how large the key,
Or strong the bolt, I would try so hard—
'Twould open, I know, for me.

Then over the land and sea, broadcast
I'd scatter the smiles to play,
That the children's faces might hold them fast
For many and many a day.

If I knew of a box that was large enough
To hold all the frowns I meet,
I would try to gather them, every one,
From nursery, school and street.

Then, folding and holding I'd pack them in,
And turn the monster key;
I'd hire a giant to drop the box
To the depths of the deep, deep sea.

If I Had Known

If I had known what thoughts despairing drew you
Why do we never try to understand?
I would have lent a little friendship to you
And slipped my hand within your lonely hand,
And made your stay more pleasant in the land—
If I had known.

If I had known what trouble you were bearing,
What griefs were in the silence of your face,
I would have been more gentle and more caring
And tried to give you gladness, for a space.
I would have brought more warmth into the place—
If I had known.

Mary Carolyn Davis.

FINE

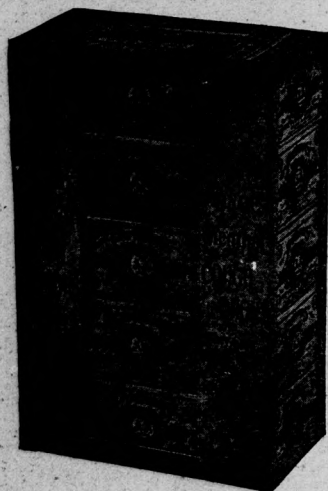
That's what thousands upon thousands of its
enthusiastic users are saying about

"White House" Coffee

Don't Let Coffee Week Die Out

Make every week "coffee week." Keep hounding people to use "WHITE HOUSE" COFFEE, and let IT tell its own story of tip-top quality and splendid deliciousness.

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton

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.**

FLOUR

is the cheapest food product on the
market



OUR WELL KNOWN BRANDS

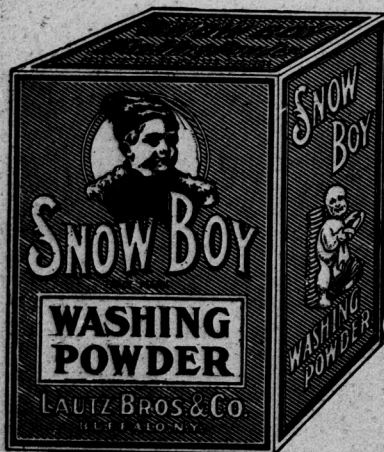
Ceresota—Spring Wheat
Red Star—Kansas Hard Wheat
Aristos or Red Turkey
Fanchon—The Kansas Quality Flour
Barlow's Best Michigan Winter Wheat
Barlow's Old Tyme Graham

Call up our Flour Department for some
attractive prices.

Judson Grocer Co.
The Pure Foods House
GRAND RAPIDS MICHIGAN

**Good Yeast
Good Bread
Good Health**

Sell Your Customers
**FLEISCHMANN'S
YEAST**



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.

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

Yours very truly,
Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 28, 1914

Number 1623

SPECIAL FEATURES.

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VICISSITUDES OF TRADE.

The long-continued warm weather has been against activity in lines of trade where low temperatures are necessary for large buying. Cool weather early in the season induced liberal purchases. These, with the war boom, gave a spurt of buying that created a good feeling. Of late country merchants, not having sold their early purchases, are naturally holding back. This is reflected not only in sales for immediate delivery, but also of spring goods. There is lessened buying of the last-named goods, and some decrease from last year. Thus far the reduction has not been large, but unless there is a change to more seasonable weather, complaints of dullness are to be expected.

This slackening of purchases is reflected in the reduced traffic in merchandise over railroads running to all points. Steel interests are feeling the halt in buying, and a reduced capacity is noticeable. Few pig iron furnaces are in operation, and several of those now active are to shut down soon. Shutting down of many mines in all sections is having its effect on sales of all kinds of merchandise. At the same time, the war has greatly increased activity in the market for army clothing, saddles, cavalry equipment, auto-trucks, and horses for export, sales of all these commodities being the largest ever known.

Count von Bernstorff's assurance that Germany will not consent to waive her right to invade Canada because of the Monroe Doctrine need keep no one awake o' nights, either here or in the Dominion. A little trifle like the British fleet still stands in the way. But this harmless intellectual exercise of conquering overseas domain by fancy is being indulged in on all sides. There are no doubt Germans in plenty who firmly believe that their troops will enter London before long. Was there not a rumor a little while ago that fifty armored lighters are being built at Kiel, each to carry 500 Prussians of the expeditionary force which is to hunt Kitchener in his lair as soon as the German submarines have disposed of Jellicoe's remaining ships?

Do we not read to-day that submarine transports are being built? In England the most popular game is still that of dividing up the German Empire. Seriously speaking, it is wise of the Germans to make it clear that they have no thought of seeking South American territory in the event of their conquering the Allies. There is a great deal of loose talk to this effect going the rounds—that we shall "have Germany on the our necks if she wins." Every assurance which she can give that this will not be her policy, if it is based on something more definite than a scrap of paper, will be to her advantage.

The notable celebration of the thirty-fifth anniversary of Thomas A. Edison's perfection of the incandescent lamp is gratifying evidence that Americans are beginning properly to take note of events in the lives of their men of science during their lifetime. Who can measure the world's debt to Mr. Edison for his development of the electric light and the complete revolution in illumination which it has brought about? The amazing thing about it all is that these electrical wonders, including the trolley-car and electric train, have become universal so quickly. The increase in comfort due to the incandescent light no one of the younger generation can understand, but if Grand Rapids could go back for even a day to the old gas-light, everybody would appreciate in fullest degree just what the "Wizard of Menlo Park" has accomplished in this field. As it is, the modest inventor will be grateful, no doubt, for the evidences of public appreciation so widely displayed. There is something inspiring in every phase of Mr. Edison's life, but best of all is his absolute devotion to his work, his refusal to splurge, or to be exploited, and his intense desire to confer other lasting benefits upon his fellow-men. In this hour it is a satisfaction, indeed, to recall the imperishable renown achieved by this hero of peace.

Floridians are not feeling downcast over the war. They see where they are going to do the biggest business of their lives this winter. The Orlando Citizen recently remarked that every train from the North is crowded and that to the usual visitors will be added all the European globe trotters. Florida and other winter resorts in this country are making preparations to care for thousands more than usual this winter. They seek to give the visitors every attention, that they may show them it pays to see America, if not first, at least for once in their lives.

OUR WOOL PRODUCTION.

The Government has recently published statistics relating to the economic resources of the United States. Among them are those relating to the production and consumption of wool. It is stated that in the United States there are fifty million sheep, which produce three hundred million pounds of wool; that our home requirements are approximately 550,000,000 pounds; that the difference, 250,000,000 pounds, is imported, and that of the 250,000,000 pounds, 10,000,000 pounds are of a grade that has not heretofore been produced in this country.

It appears evident that if this country can produce 300,000,000 pounds of wool it can produce 550,000,000 pounds, or otherwise, all that is required to satisfy home requirements. Of course, it will be necessary to import wool of a character that cannot be produced in this country—at any rate, until such time as we have developed the production of high-grade wools. There is no reason why the entire wool requirements of this country should not be produced within the country. Immense tracts of land are available, and climatic conditions are favorable.

The Tradesman is aware that wool growers claim that the production of wool in this country is not profitable. This seems to be denied by the fact that we now produce 300,000,000 pounds, which certainly would not be produced if it were not profitable. The increase in the number of sheep would not only be an advantage in production of wool, but would also immensely increase the food supply, the mutton being available for food, even though it is not of the highest grade where used for the production of wool.

The production of the entire wool requirement of this country should be encouraged by the general Government, and by the several states, for two reasons: First, because home production would save the amount paid in duties, freight, etc., and, second, because it is well understood that the wool supply of the world is decreasing, and unless something is done to increase the supply of this country, it means increased cost of clothing in the future.

BEAN NOODLE THE LATEST.

Another "yellow peril" is about to invade the food field—the "bean noodle." Consular reports state that the Kwangtung government has just granted a bonus of \$300 for the establishment of a bean noodle factory at Nishi-machi, Port Arthur, under the direction and promotion of a former army surgeon. The subject of manufacturing bean noodle, for

which there is an unlimited market, interested him, and he took up the study. He invented a machine, run by electricity, which is capable of grinding as many beans in only forty minutes as a Chinese can do in a full day. When the term of his service expired last year he erected a factory and installed the machine of his own invention. The factory now uses about five koku (25 bushels) of green beans and kaoliang, and has a daily output of 1,100 pounds of bean noodle, also about \$95 worth of beans and kaoliang residues a month suitable for hog feed.

The Government wants male stenographers and young men who are willing to accept civil service appointments at an entrance salary of from \$840 to \$900 per annum have an excellent opportunity for advancement. Very many men have started on their careers by serving as stenographers and private secretaries, but somehow there is a dearth of applications just now. Examinations are held monthly, except in December, in 400 of the principal cities of the United States, and bright and ambitious young men who pass are pretty sure of appointment.

The "Buy a bale of cotton" movement has influenced the women in some Southern cities to advocate the wearing of cotton gowns. They propose to make their dresses of cotton materials and to induce their female friends to do likewise. These women should also wear cotton stockings and that will be a hardship, for of late silk hosiery has been considered the only proper kind and cotton hosiery has been frowned upon as fit for the very poorest and not suitable for fashionable folk.

The whole world's wheat crop of the season, as reported by our Department of Agriculture, decreased 384,000,000 bushels from 1913. But while the wheat-growing world outside the United States harvested 512,000,000 bushel less than a year ago, this country produced 128,000,000 more. This raises the interesting question, what would have been the price of wheat even without the war?

Individual salesmanship depends upon confidence as much as any other transactions in business. If a man has confidence in you and in your goods you can sell him. You cannot make many sales where confidence is lacking.

The big opportunities come to those who can combine a small investment of money with a big investment of brains.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 27—Learn one thing each week about Detroit: One of the corset companies in Detroit employs 3,000 people and has an output of 24,000 pairs of corsets daily.

C. B. R. says that the hoof disease has spread to the non-employed in New York. They acquired it looking for work.

The D. J. Healey Co., 224 Woodward avenue, is having its store remodeled. Two new elevators are being installed and a new stairway opening into the basement is being placed in the center of the store. The new entrance to the basement is a thing of architectural beauty. In the center landing will be placed a statue representing Commerce. When the Healy Co. moved into its present location, about four years ago, it occupied the first floor only. To-day it occupies five floors and the basement. When the lease owned by the present occupant of the sixth floor expires, that, too will be occupied by the Healey Co., which conducts one of the largest art and fancy goods stores in the United States.

High collars will again be in vogue. The price of beer has advanced which means less beer and more "collar" to the glass.

H. P. Morse, well-known Romulus druggist, was a Detroit business visitor last week.

In striking contrast to many hotels run by get-rich-quick managers is the Franklin House, at Montague. This hotel has recently undergone an extensive overhauling and, when all repairs and alterations are completed, will make a hotel that will be a credit to that resort village. Among other improvements will be the installation of a new front and a fountain in the large lobby. There will be no improvement in the meals, however, because that is impossible. The owner, William Peck, and the manager, William, Jr., are both experienced hotel men and if there is any suggestion from the traveling men that would add to their comfort, the Pecks are ready to extend it to them with full measure.

V. Lambertson, general merchant, Lakeville, was a business visitor in Detroit last week.

Percy H. Gray, well-known to hundreds of Detroiters with whom he has come in contact during the past few years as salesman for the A. A. Gray Co., has severed his connections with that house and has joined forces with the H. R. Leonard Furniture Co., 306 to 310 Woodward avenue. Mr. Gray has made hosts of friends in the capacity of furniture salesman, because of his courtesy, fair dealing and his thorough knowledge of the business.

Music may be all right in its place, but no one cares to hear bullets singing over his head.

England has fifty agents in the United States buying supplies for the British army, the majority of whom have passed through Detroit from Windsor. The report comes from the local immigration officers. This large number coming through Detroit makes the immigration inspectors think that this city will be one of the chief points of exports for supplies.

S. E. Wait, of S. E. Wait & Son, Traverse City druggists, was a Detroit business visitor last week.

The other day a traveling man discussing with others the actions of a certain bankrupt in one of our small towns in the State, mentioned the name of A. Fikel. A. Krolik & Co.'s credit man. Another spoke up and said, "who put the 'fix' in Fixel?" "I don't know," spoke up the first one, "but that man up in — who tried to put one over on his creditors is wondering who put the 'el' in Fixel."

Max Weiss, formerly of the Rex Hotel, at Mt. Clemens, has purchased the New National Hotel, owned by Martin Schaaf and leased by I. A. Hartung. The transfer is to be made November 1.

Plenty of whisky, says the old soak. With bier for a chaser we might add.

"I was looking about the State for something to fill about a half column," said our special reporter, "So I stopped at Grand Haven, because Grand Haven has a way of getting its name in the papers real often. After sizing up the town I looked up the street and saw what looked like a charge of German artillery rushing the town, but on closer observation noticed it was a crowd of German business men, intermingling with a few non-combatant storekeepers coming in autos from Fremont. So I walked up to the first German who loves the Fatherland, but loves Miss Liberty (on the silver dollar) better—George Bode—and I said, 'Hello, George, got any news for the Tradesman?' and he said, 'I'm too busy now. I've got to eat first', so I went to Wes Pearson, the thin dry goods man who blesses the day cement sidewalks were invented, because he had to be so careful when he walked on the old board walks for fear of stepping on a crack, because if he did he was in great danger of falling through. 'Got any news for the Tradesman, Wes?' and he said 'Yes, but I've got to eat first.' So I happened to glance at the wall and I saw the reflection of the sun there, so I asked if that didn't come from Walter Reber's head and some one said, 'Yes, there he is over in the corner,' and I went over there and said, 'Got any news for the Tradesman?' and he said, 'Why do you bother us? Don't you know that Frank Smith is with us?' and with that he introduced me to the Mayor of Fremont, who said he was used as an adviser to the fellows who run the city of Fremont. 'What are you here for?' I asked the Mayor, and he said, 'I am only the Mayor of Fremont and have nothing to say. You'll have to see Frank Smith.' So I heard a loud noise in the lobby of the Gildner Hotel and I asked with alarm, 'What's that?' 'That's Frank Smith, the general merchant,' spoke up the party as one man. So I found the source of Fremont information and I said, 'Got any news for the Tradesman, Frank?' and he said, 'Yes, we came over here to look up the lighting system, because maybe I'll have a like system installed in Fremont.' With that E. Kempf wriggled around uneasily—you know he has a bank in Fremont and the bankers must always show their patriotism by loaning their home towns money for civic improvements, while the money for social improvements must be donated in cold blood. So Frank Smith went into details about what he intended to do for Fremont in return for the votes he received there. Fremont is going to be beautiful like Grand Rapids if Frank has his way. And with that the crowd disappeared. Then the thought occurred to me that Fremont is in a dry county, so, naturally, there was no public lighting plant there and in Grand Haven there are several places where a person over 21 years can get lit up. And as that Fremont crowd of German merchants and Yankee storekeepers were local optionists, I had to believe that they came solely to see the streets of Grand Haven lit up."

A. C. Graham, of Tyre, was in Detroit last week in the interest of his general store.

There is enough building going on in Grand Rapids to fill up pages with the news in the Tradesman, which would be our idea of boosting that city.

Speaking of the movement to "buy a barrel of apples," we couldn't even

help them out by buying the empty barrel.

The J. C. Wilson Co., corner Cass and West Adams avenue, manufacturer of motor car tops, has entered the automobile truck manufacturing field and is now completing the first series of trucks to be placed on the market.

Charles A. Lawrence, of Owosso, paid Detroit a business visit last week.

E. J. Hickey, clothier, is erecting a two-story building at 501 to 503 Woodward avenue, which will be occupied by the William E. Metzger Co., veteran bicycle dealer, which now carries a line of motor cycles and talking machines. The Metzger Co. has leased the building for a period of five years.

A Pennsylvania woman is suing for divorce because her husband refuses to attend to the furnace. Next thing we'll be hearing of some woman who will expect her husband to split the wood.

August Ott, of Romulus, was in the city on a business trip last week. Mr. Ott conducts a drug store.

Mt. Clemens does not intend to let any opportunity for boosting the town slip by. Last week the business men got together to plan for the publicity work during the winter months. Other cities, even if they are not resort cities, might do well to emulate the example of Mt. Clemens and use part of the spare time furthering the interest of their town.

Speaking of the European war, there is to be a Panama Exposition next year.

The General Spring & Wire Co. has taken over the Michigan Spring & Wire Co., 932 Mack avenue. Joseph H. Clark is President of the General Spring & Wire Co.

Referring to the Mighty Madcaps statement that we once sold pop corn in Grand Rapids, we wish to say ye M. M. editor is mistaken, but we are very proud to say that at one time we did shine shoes in that same city. To show what perseverance and ambition will do for a person, to-day we not only do not shine shoes, but we have our own shined by an expert—she became expert since we married her.

E. J. Summers, of Oxford, was in Detroit last week on business.

The local grocers' association, branch of the Michigan Retail Grocers and General Merchants' Association, held a get together meeting at the Association of Commerce building last Thursday evening. George W. Faulman, 31 Kercheval avenue, is President of the Association. Speeches were made by Martin J. Maloney, who allowed his Irish to arise to its full height in speaking of James W. Helme and his co-workers, against whom he showed a bitter feeling; W. J. Cusick, Secretary of the Association, member of the firm of Cusick Bros.; T. J. Marsden, former President of the Michigan Wholesale Grocers' Association; State Food Commissioner J. W. Helme and his deputy, Burr Lincoln.

The home of Henry Kaul, veteran dry goods merchant of Wyandotte, was entered by burglars last Saturday night, who stole \$2.70, which they found, but in their haste leaving some valuable diamond rings that were in another room.

There are 2,501,131 Germans in the United States. There are at least 2,501,131 persons in this country who should be glad to join in the Thanksgiving festivities next month.

Lee M. Hutchins, of the Hazeltine & Perkins Drug Co., is in Detroit this week to talk before the Detroit Association of Credit Men. The Detroit papers always speak highly of Mr. Hutchins as a man of sterling ability and a wonderful speaker.

We don't mind having either warm or cold weather, but it does get our goat to have to use coal and ice at the same time.

Fred P. Smith, Romeo druggist, was

in Detroit on a business trip last week.

The last issue of the Booster, the official organ of Cadillac Council, which is to hand, gives an exhaustive resume of the pernicious amendment to the insurance laws and its effect it carried at the November election. The Booster says the proposed amendment is an infernal machine for the destruction of fraternal and labor organizations. Vote NO on November 3.

Incidentally, vote YES on the proposed amendment to the election laws, which will permit traveling men to vote in whichever city they may be in on election day, by merely swearing in their vote.

S. E. Balfour was in Detroit last week looking after the interests of his general store at Kinde.

Brevity is the soul of wit and the limit in modern shirt waist fronts.

Everywhere the traveling man is subject to grafting and hold up methods in various forms, but here is one handed to us last week which we reproduce merely to show what has to be contended with in trying to hold down the expense account. A short time ago this traveling man had occasion to make one of the small towns on the Michigan Central in the Northern part of the State. When leaving the town, having baggage to check, he tipped the baggageman 10 cents, notwithstanding the railway company paid him a salary for doing just what he did. The other day the traveling man again visited the town and, finishing his work, he went to the depot and endeavored to check his baggage so he could take the train then due and have the baggage follow, as it had not arrived at the depot. "Can't do it," said the baggageman. "Why not?" asked the T. M. "Remember when you were here before you tipped me 10 cents? Well, the fellows generally tip me 25 to 50 cents. That's why I can't. The night man will have to check your baggage." The surprised T. M. looked the B. M. over for a minute and then said, "I gave you but 10 cents, did I?" "Yes," the B. M. quickly answered, scenting a 25 or 50 cent tip. "Well, if I had known the kind of a man you are I would not only have not given you 10 cents, I wouldn't have given you anything at all. It will be unnecessary for you to check my baggage, good day." The last we heard the T. M. had lost no time and his baggage was with him.

D. D. Danforth, who runs a grocery store at 1803 Harper avenue, is wondering whether he was hypnotized or merely had stage fright last week when a little man entered his store during a lull in business, looked at the grocer, walked to the till deliberately helping himself to the contents, then coolly walked out of the store. Mr. Danforth was so surprised that he merely stared at the intruder and never came to until he left the store when he gave chase, but the little man with the large nerve was too quick and disappeared from view.

Mr. Cottrell, of Cottrell Bros., dry goods merchant of Morenci, was in the city on business last week.

In honor of the twenty-fifth anniversary of the Central Paint and Glass Co., on Oct. 21, F. R. Dougall, Vice-President of the Company, entertained nineteen employees at his home. The company has been in its present location for a number of years. Mr. Dougall began with the company as one of its first representatives. Besides holding the position of Vice-President of the Central Paint and Glass Co., he is director of sales for the Acme White Lead and Color Works. Although confining its territory to Detroit, the company has six representatives, all of whom are equipped with automobiles.

Mr. Arms, of Arms Bros., Oxford,

was in Detroit on a business trip last week.

As a special inducement to members of Detroit Council to attend the next meeting, a turkey will be given away absolutely free. Tickets will be given out to each member and the one holding the lucky number will be given an order for a large juicy turkey.

After reading the Owosso correspondent's kind mention of some of our "fillers," our better half languidly said, "Oh consistency!" The column was signed "Honest" Groceryman.

Headline in a daily paper: "More Room Needed at State Sanatorium" and Chase Osborn is opposing Woodbridge Ferris for the Governorship.

But then the lines of the armies won't shift any more than the boundary lines will when it is all over.

Cadillac Council held its first dancing party of the season last Saturday night. Who gave us the news? Nobody.

The millinery store of George P. Baker, 807 Kercheval avenue, was destroyed by fire last week. In his efforts to save the stock, Mr. Baker nearly lost his life.

England wants chauffeurs to serve at the front—which should appease some of them.

F. L. Chubb, of Berville, was in Detroit last week on business. Mr. Chubb conducts a general store.

R. Isberg, who recently built a block of stores at the corner of Chene street and Grande avenue, now occupies two of them with a line of dry goods, furnishing goods and ready to wear. He now owns one of the finest stores in that section of the city.

Governor Ferris' chances are very good in Grand Rapids. The Herald is supporting Chase Osborn.

The Russian government will never go in the liquor business again.

Score a victory for the war!

James M. Goldstein.

The Glad Hand.

In almost every wholesale house is employed a man whose place is up at the front door. He knows the location of the various departments; he knows a good deal about the stock and he knows people.

It is the particular business of this man to see that the callers are properly attended to; that they find what they want without trouble; that they are given the welcoming shake of the hand and a pleasant word when they leave.

Did you ever stop to think how important is the position of the man who first meets most of the people who come into your store to trade? If he is not of the right kind you are the loser.

Opportunities Afforded by the European War.

Written for the Tradesman.

During recent years hundreds of thousands of well-to-do Americans spent their vacations, and, in the aggregate, many millions in money annually in Europe. In many respects the natural attractions of the Old World do not compare with those of our own country. Its ancient ruins, its art galleries, its institutions of science and education and its scenes of world-wide historical interest, however, have served to draw a steady stream of Americans across the seas. Many of the most attractive regions of Europe, however, are now embraced in the field of warfare and it is but a natural consequence that during the coming year thousands of the well-to-do and wealthy classes will spend their vacation periods in "seeing America."

Outside of Atlantic City, Newport, Santa Monica and a few other resorts on the Pacific coast the attractions and conveniences offered for the comfort, amusement and recreation of the summer pleasure seeker are unworthy and insufficient. This unfortunate condition exists in a large degree in our own State of Michigan. It is said that fully one hundred thousand people spend a part of the summer annually in the resort towns of our State, but that number would be doubled if better hotels and adequate means of amusement were provided. With an exception here and there, the hotels are out-of-date and are lacking in modern conveniences. The transportation service might be improved to and from many of the resort towns and a very large and very profitable summer business established. The hotels at Ottawa Beach and Lake Harbor rank with the best of their class. Fairly decent provision has been made for boating, fishing and playing tennis and golf at those places. To compare these establishments with the magnificent hotels at Atlantic City would be like comparing the capitol at Washington to the county court house at Grand Haven. The sojourner in the Grand Traverse region is denied a sail on Traverse Bay, one of the most attractive bays in the world, because power crafts are not available for that purpose. If he would view

the wonderful fruit farms of the Peninsula, he would be compelled to engage privately owned conveyances for the service. The Little Traverse Bay resorts possess great natural beauty, but the hotels are not up-to-date. Mackinac Island is sufficiently interesting to hold the sojourner for a week or two, but without the expenditure of very large sums of money, the means of entertaining the man from outside might be greatly improved.

It is not my purpose to find fault with the convenience and the attractions our State now possesses for entertaining its summer guests, but to call attention to needs that seem to my mind should be supplied for caring for the two hundred thousand people, who would, in the near future, scatter their dollars lavishly over our resort region "in the good old summer time." With better hotels and the means of entertaining their guests, the business of entertaining the summer pleasure and recreation seekers would assume vast importance in Western Michigan.

Arthur S. White.

An Ideal Store.

I like to go into a warm store—not steam-heated particularly, but heart-heated; a store where the clerks act as if they were glad to see me.

I like to go into a store where I feel welcome. In some stores I have felt like an intruder breaking into a private home.

I like to enter a store, being invited in by attractive window display. I generally choose a store by the windows and very seldom find that they misrepresent the quality of the store.

I like a store where the clerks know where to find what I want without unnecessary delay.

I like to go into a store which makes use of all daylight that can be gotten in, by raised shades and awnings, where possible.

I like a store where the shelves are clean and where they do not show dusty articles or dirty tickets. I always patronize the cleanest store I can find.

I like to go into a store where the clerks are anxious to wait on me, where they are desirous of showing me goods, even though I may not be a purchaser.

Harry S. Brickell.

Northern Michigan's Candidate for Secretary of State

From the Record-Eagle, Traverse City, issue of October 15, 1914.

W. L. McManus, Jr., of Petoskey, Democratic Nominee for Secretary of State, is Emmet County's offering to the state ticket.

Mr. McManus is really a Traverse City boy, as he came here with his parents in 1872, and attended school under Lorin Roberts, when the school was situated on the ground where the Park Place Annex now stands. In his classes were Alfred and Frank Friedrich, Orrie Moffat, Dick Campbell, Angus McManus, and many other Traverse City business men of today.

Mr. McManus has been associated with his father in the lumber business for over thirty years, and has been eminently successful in his business



WILLIAM L. McMANUS, Jr.

enterprises. He is also owner and proprietor of The Cushman Hotel of Petoskey, which is one of the largest hotels in the state.

He is an ex-Mayor of his city, and a man of rare ability for the position to which he aspires.

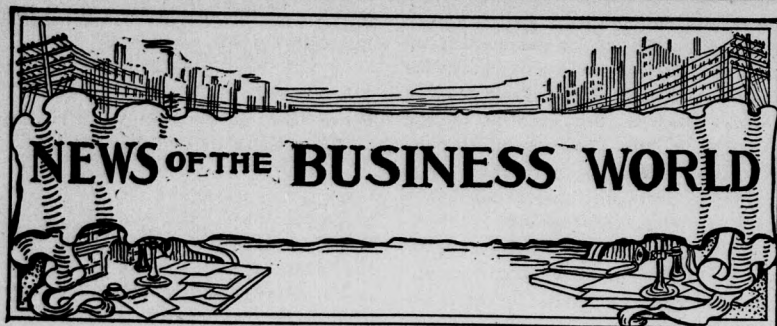
He is so well known throughout all the counties of Northern Michigan, in all of which he has been engaged in his business, that we think Emmet County can hardly claim him as her product; but that he should be considered as the candidate of all Northern Michigan, and as such should receive the support of all voters who want a thoroughly up-to-date business man in the office of Secretary of State, and who, also, wish to show their loyalty to a Northern Michigan candidate.

When Orders Show Shipments Go

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



Movements of Merchants.

Harber Springs — Mrs. Isabell Scherrer has opened a restaurant.

Cadillac—The Canada Mills Co. has been succeeded by the Homer Crane Co.

Alma—Mrs. Florence Hatt, of Onaway, has opened a bazaar and school supply store here.

Detroit—The W. G. Arthur Reid Co., has changed its name to the Electrical Specialties Co.

Detroit—The Detroit Curled Hair Works has increased its capital stock from \$1,000 to \$25,000.

Detroit—The Diamond Coal & Coke Co. has increased its capital stock from \$30,000 to \$50,000.

Niles—Dennis H. Bunbury, pioneer dealer in crockery and groceries, died at his home Oct. 21, aged 72 years.

Marquette—Apostle & Poulos have opened a candy kitchen in the Opera House block on Washington street.

Bancroft—W. A. Straight has sold his grocery stock to M. Randall & Son, who will continue the business.

Belding—Lewis Steele has closed out his stock of bazaar goods and removed to Crystal, his former home.

Collins—W. L. Gregg has sold his stock of general merchandise to Elmer A. Jenks who will continue the business.

Saranac—S. A. Watt, dealer in general merchandise, was married recently to Mrs. I. H. Henry, of Grand Rapids.

Spring Lake—James M. Spencer has purchased the Babcock Machine & Boat Supply Co plant and has taken possession.

Battle Creek—The Excell Drug Co. has opened its store at 90-92 East Main street under the management of J. A. MacIntyre.

Sparta—Norman Wright has sold his confectionery stock and ice cream parlor to Harry Bradford, who will continue the business.

Charlotte—D. P. Smith, formerly of Eaton Rapids, has engaged in the grocery business at the corner of Henry and Prairie streets.

Fennville—Burglars entered the W. E. Shiffert general store Oct. 20 and carried away stock amounting to more than \$125 and \$35 in cash.

Custer—Burglars blew open the safe in the office of the A. C. McGugan & Son grist mill and took \$26, the only money contained therein.

Otsego—L. W. Ehle has sold his bakery to Fred Lewis and B. C. Beadle, who have formed a copartnership under the style of Lewis & Beadle.

Jackson—George W. Hauck has sold his meat stock to C. W. Heffner, who will continue the business at the

same location, 119 North Mechanic street.

Mulliken—Robert Davies is erecting a cement block store building which he will occupy with a stock of hardware in connection with his grocery stock.

Battle Creek—Charles A. Parrott, of Verona, has purchased the C. B. Rolfe store building and grocery stock at 168 Meachem avenue and has taken possession.

Muskegon — William McDonald, dealer in second-hand goods, was found guilty of receiving stolen goods and sentenced to pay a fine or serve thirty days in jail.

Fremont—The building erected by the Farmers' Feed & Elevator Co. has been completely equipped with machinery for general milling purposes and is in operation.

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

Grand Ledge—Edson Sutherland and Leo Johnson have formed a copartnership under the style of Sutherland & Johnson and engaged in the cream, egg and poultry business.

Grandville — George W. Edson, formerly engaged in the wagon business at Hopkins, has purchased the grocery stock formerly owned by J. C. Andre and will continue the business.

Owosso—John Detwiler has purchased the wholesale fruit and vegetable stock of C. C. Duff, who will continue the cheese and tea business at the same location on West Main street.

Detroit—The Mirror, dealer in candies, cigars, tobaccos, etc., has been incorporated with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in cash.

Saginaw—The Saginaw Beef Co. has added a department to its plant to handle milk fed chickens. It will accommodate over 2,000 chickens and be under the management of Arthur B. Cornwell.

Riverdale — Willard Rowley and William Meads have formed a copartnership and purchased the H. G. Leonard & Son produce stock and will continue the business under the style of Rowley & Meads.

Muskegon—Liberty B. Root has purchased the interest of his partner, Charles Harrison, in the ice cream plant of Harrison & Root and will continue the business at the same location, 89 West Clay avenue.

South Boardman—Richard H. and

William Hunter have formed a copartnership and purchased the William Granholm & Co. stock of general merchandise and will continue the business under the style of Hunter Bros.

Escanaba—The Land and Timber Co., dealer in real estate and forest products, has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$10,000 paid in in cash.

Detroit—Wm. F. Schultz, jeweler, has merged his business into a stock company under the style of the Wm. F. Schultz Jewelry Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit—Arthur E. Burns is now manager of the Queen Quality store in place of Ed. Herrington, who resigned. Mr. Burns was formerly general manager of R. H. Fyfe & Co.'s store and he is well known in the local trade.

Durand—The F. E. Leighton Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$2,000 paid in in cash and \$2,000 in property. This concern will engage in the brokerage and commission business in farm produce.

South Boardman—William Granholm has sold his general stock to Richard Hunter and his brother, who will continue the business under the style of "Hunter's." Richard Hunter was formerly engaged in general trade at Spencer under the style of Johnson & Hunter.

Milan—A petition has been filed for a receiver for the Gauntlett Auto Sales Co. The petitioners, Elon Gauntlett, Curtis Knowles, R. C. Goodrich and F. B. Gillette, all of this place, aver the assets of the corporation has been so reduced that it is desirable the concern be dissolved.

Detroit—H. G. Shockey, former general manager of the Lindke Shoe Co., has brought suit against the company, alleging breach of contract. Mr. Shockey alleges that his contract provided that he should be given six months' notice in case of dismissal and that the corporation ignored that feature altogether.

Manufacturing Matters.

Munising—Charles C. Hinz has opened a cigar factory in the Bissell & Stebbins block.

Sturgis—The Kirsch Manufacturing Co., manufacturer of curtain rods, has increased its capital stock from \$150,000 to \$250,000.

Traverse City—The Cutler Hub Co. has moved its plant from Saginaw to this place, where it will continue the business of manufacturing wagon and carriage hubs.

Detroit—The Wolverine Motor Specialty Co has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Battle Creek—W. H. Reynolds, formerly engaged in the manufacturing of fried cakes at Grand Rapids, has removed his plant here and will con-

tinue the business on North Michigan avenue.

Detroit—The Enamel Cement Block Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$800 paid in in cash and \$9,200 in property.

Lansing—The Bunday Bedding Co. has been incorporated with an authorized capital stock of \$8,000 common and \$2,000 preferred, of which amounts \$6,750 has been subscribed, \$750 paid in in cash and \$6,000 in property.

Detroit—The United States Novelty Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,880.58 paid in in cash and \$3,119.42 in property.

Bay City—The Fulton Manufacturing Co., manufacturer and dealer in vehicles and furniture, has been incorporated with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$80,000 has been subscribed and paid in in cash.

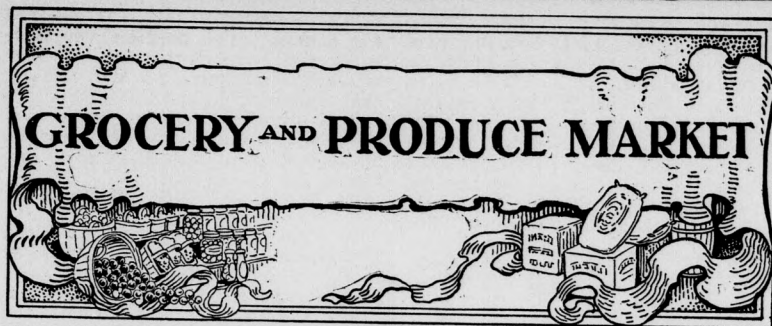
Menominee—The Menominee River Sugar Co. is not selling its sugar. There is no present market for it. At the first hint of war everybody loaded up on sugar and the beet sugar people find no market ready to hand. They are storing their sugar and getting ready for the big demand that is to come when the war stock is exhausted and this will be soon. In the meantime the Menominee mill's warehouses are filling up with thousands of tons of sugar in bags and barrels.

Marquette—Although having sufficient surplus to pay dividends, the Cleveland Cliffs Co., the largest of the independent iron mine operators in the United States, has passed the October distribution to stockholders and will apply the money to keeping the present forces at work. These, however, are less than 50 per cent. of normal. The men now working constitute the bulk of the married miners or those having dependents, and the company announces that these will be kept at work throughout the winter at the reduced wage scale recently put in force. The company's stock piles are already the largest in its history, and spring will find an enormous quantity of ore on hand.

Ernest S. Fuller, the Lyons attorney, is a candidate for the Legislature on a platform in which he pledges himself to undertake the repeal of the law allowing the State Tax Commission to make local assessments. Such a pledge ought to ensure a large vote for Mr. Fuller, because the present system is anything but economical or equitable.

Mehrtens & Vidro have purchased the Rolfe J. Powers shoe stock at Otsego and removed it to this city, locating at the corner of Plainfield avenue and Quimby street.

Lee M. Hutchins, Manager of the Hazeltine & Perkins Drug Co., addressed the Detroit Credit Men's Association last evening.



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—Creamery has advanced ½ @1c per pound during the week. This is principally due to the fact that the make is falling off to some extent, while the demand is holding up to good proportions on account of dealers and consumers not considering values extreme as yet. A change to colder weather, which is more than probable, is expected to give strength to the general situation and sellers are not as anxious to force out goods as they were a week ago. Fancy creamery is quoted at 32c in tubs and 33c in prints. Local dealers pay 22c for No. 1 dairy, 18c 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 Early Blacks and \$6.50 per bbl. for Late Howes.

Cucumbers—75c per doz. for hot house.

Eggs—Receipts of fresh eggs are light and do not seem likely to increase soon. Local dealers pay 24c for case count and 25c for candled. Storage eggs, April packing, are offered in Chicago at 22½c, including cases.

Grapes—8 lb. baskets command 15c for blue varieties and 20c for Delaware; Malaga, \$4.50 per keg.

Green Corn—12c per doz.

Green Onions—15c for silverskins.

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

Lemons—Californias are slow sale at \$4.50@4.75 and Verdellis at \$4.

Lettuce—Head, \$1 per bu.; garden grown leaf, 75c per bu.; hot house leaf, 8c per lb.

Nuts—Almonds, 18c per lb.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Naples; Michigan chestnuts, 18c.

Onions—Home grown command 85c per 100 lbs. for red and yellow and

\$1.25 for white; Spanish, \$1.25 per crate.

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

Pears—Keifers, 65@75c per bu.

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

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.

Potatoes—The market is weak and faltering, due to heavy yields everywhere. Wisconsin buyers are paying 20c. Michigan buyers are paying 22@25c, but are not very anxious to obtain supplies, because of the uncertainty surrounding both distributing and consuming markets.

Poultry—There have been unusually heavy receipts of both springs and fowls, and the market has been depressed around 9@10c per pound, which is the lowest figure that has ruled at this season of the year for several years past. This is apparently due to the fact that the money market is very tight and there are very few buyers taking stocks for future use and a comparatively low market is looked for during the coming winter. Local dealers pay 10c for broilers; 9c for fowls; 8c for old roosters; 10c for geese; 10c for ducks; 14@17c for No. 1 turkeys and 12c for old toms. These prices are 2c a pound more than live weight.

Quinces—\$2 per bu.

Radishes—25c per doz. bunches for round hot house grown.

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

Sweet Potatoes—\$2.60 per bbl. for Virginias; \$4 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.

The Grocery Market.

Sugar—The market continues weak, with a downward tendency. New York refiners are now a unit in offering cane granulated at 5¼c, although second handed sugars are to be had 15 points lower. Michigan granulated is now offered at 5½c, which represents a ¼c difference between cane and beet. The difference has heretofore been only 10 points. The market was depressed by the announcement that the English government had prohibited importations into the United Kingdom with the object of preventing German and Austrian supplies from reaching its realm from neutral countries. The effect was to check business in granulated, since the demand of late had been to a considerable extent for

shipment to Great Britain. Brokers who had orders that were placed previous to the action taken pointed out that the idea was to prevent us from exporting sugar and replacing with German or Austrian beets, the latter having been offered of late via Denmark and Italy. It was noted that the United Kingdom had supplied itself for immediate requirements, and could hold off for the present until some way could be devised to prevent hostile sugar from leaving Europe. No doubt, it was pointed out, pressure would be placed upon American refiners to give such sugar the cold shoulder under suggestions that they would be discriminated against in purchases of granulated by Great Britain. There is no surplus stocks of Cubas and the Louisiana crop will be small while Great Britain may be compelled to resort to this market for further stocks, especially if the German cruisers sink more Java cargoes. France has been buying to eke out its poor beet crop. European beets are prevented from going to the Allies but of course they may slip into the United States, if the price is made sufficiently attractive. It is this factor, presumably, that more than anything else is breaking the market, although refiners are not showing interest at present.

Tea—The market shows signs of improvement. Stocks are being replenished by retailers who are beginning to realize that there is an actual advance in teas. Japans hold firm and prices in Japan are fully 4c a pound higher than last year. As stocks become depleted in this country the advances will have to be met. There is a big shortage in third crop teas. Siftings are 2c higher than last year. Formosas continue firm. Ceylons and Indias are obtained with difficulty, as shipments are very uncertain and several steamers with tea cargoes have been captured or sunk. Chinas remain the same as last reported.

Coffee—The market is unchanged and both dull and weak. Brazil's financial condition, owing to the war, is still depressed, and all grades of Rio and Santos coffee are feeling the effects. The market is in buyer's favor throughout. Mild grades are unchanged and also in buyer's favor. Java and Mocha unchanged.

Canned Fruits—There is no forward shipment demand for California fruits and spot trade is seasonably light. Prices are steady and unchanged. Western and Southern fruits are dull, with prices nominal. Gallon apples are inactive and the tone of the market is weak.

Canned Vegetables—The market for canned tomatoes is still quiet and easy. In the better grades of peas and beans the market is firm, but these in common with the cheaper varieties seem to be getting little attention from the local distributors at present. On the finer sorts the feeling is steady, but under pressure to sell standards are in buyers' favor. The rather low prices quoted on Southern spinach do not seem to have

created any unusual demand for that article. Pumpkin and squash are dull and rather easy. Fancy corn is firm under limited offerings, but there is not much demand. Standard grades are fairly steady, although they are getting little attention at the moment.

Canned Fish—No business of consequence is reported in salmon for shipment from the Coast or delivery from store here. The market, however, has a steady tone in the absence of pressure to sell. Domestic sardines are still scarce and the principal packers adhere firmly to their quotations. Bids under the market are solicited, but those making them are said to have little or nothing to sell. Imported sardines remain scarce and firm.

Dried Fruits—Recent large arrivals of currants coming on a dull market have had a depressing influence on spot prices, particularly as a considerable percentage of the stock was off quality, due to rain damage. Therefore, while advices from the primary market have reflected a firm feeling on the part of shippers, there has been no improvement in spot market values. However, sound stock put out under special brands is held firmly up to outside spot quotations in most instances and packers of well known carton brands are protecting their trade against inferior grades. Prunes are neglected, but coast holders are trying to think and trying to say they are firmer. Peaches are still very cheap and unchanged in price; demand light. Apricots are much cheaper than they were, although not so cheap when compared with peaches. Raisins are unchanged.

Rice—The market is quiet, but some circles see indications that the country is beginning to show interest in rice. It is pointed out that the prime reason for the recent dullness and reactionary tone was that the distributors and exporters were filled up during the August boom, and consequently have been compelled to work off purchases before resuming active participation. Stress is still laid upon the growing attention paid to the Blue Rose rice, which promises to become more and more popular, being similar to Java. The planters are asking the minimum price for rough and the mills are fighting the association. Some independent selling is reported.

Salt Fish—Mackerel is in rather unsettled condition and nobody knows exactly what the situation is. The independents are having difficulty getting supplies, and there are intimations that the new combination has won them over. The combination has plenty of mackerel, although small sizes do not seem over plentiful. The demand for mackerel is fair, but the large buyers are not buying much, as they don't know what the market is going to do. Irish mackerel is not cutting much figure. Shore mackerel very dull and not wanted. Cod, hake and haddock are very dull and unchanged in price.

A conceited man is one who thinks he isn't.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 27—The employes of Eddy's food emporium enjoyed a marshmallow roast at Algonquin last week at the home of Daniel McCalla, one of the employes, who furnished the wood to roast the marshmallows and keep the bunch in good spirits throughout the evening. Mr. Eddy encourages all stunts of this nature for his help.

Our popular Sheriff, John J. Bone, has purchased an eighty acre farm located about seven miles out of the city, near the Pickford road. Mr. Bone has made many friends among the farmers while campaigning for election and is much impressed with the possibilities of Cloverland. He is convinced that farming is one of the best vocations that he could engage in. He has no notion, however, of dropping politics for a while, but farming and politics will work together in his case without interference.

Mrs. T. E. Ford, wife of our esteemed citizen, T. E. Ford, manager of the Western Express Co. here for many years, died at the family residence on Spruce street Wednesday of last week. Mrs. Ford was well known in charitable work and her many friends were greatly shocked to hear of her demise. Mr. Ford has the sympathy of the entire community.

The scenes around the navigation quarters begin to make you think of the approaching winter, as many of the boats have started to lay up. The ferry dock office on the Canada side is closed for the season and all traffic is handled through the office on the American side.

According to the number of auto licenses issued in Ontario, the war does not seem to have much effect upon the sales of autos, as the latest records show the industry has made rapid strides in Canada, where upwards of 31,000 licenses have been issued.

One of the prettiest weddings that has taken place in the Soo for some time was celebrated at the home of D. H. Molony, our popular clothing merchant. Stacey Hinks, a graduate of the University of Michigan of the class of '11 and a former resident of the Soo, but living in Ann Arbor, was the lucky man. The bride is the youngest daughter of Mr. and Mrs. Molony and one of the prettiest girls in Cloverland and Stacey, by the way, is also noted for his good looks and charming personality. A crowd of friends here did ample justice to the happy couple. They departed on the Soo line special for an extended trip, after which they expect to reside at Ann Arbor where the groom has a comfortable home waiting their arrival.

One of the most important ceremonies in the history of the Soo was the opening of the new third lock last week, when the U. S. engineering yacht Gladwin was the first boat to be locked through. Lieut. Col. Mason M. Patrick, Corps of Engineer, U. S. Army, with Col. Patrick, Col. Warner, U. S. Division Engineer, Buffalo; Supt. Sabin, of St. Mary's Falls Ship Canal, Mayor Handy and other distinguished citizens, were aboard. There were also in the first locking with the Gladwin the U. S. tug Noble, the U. S. Revenue cutter, Mackinac, and several of the Great Lakes Towing Co. tugs. These were followed by the large and commodious steamer, Alva C. Dinkey, of the Pittsburgh Steamship Co. After the above boats were locked through two large steel freighters, the Farrell and Trumble, were locked down, being the first boats through headed for lower ports, and the new lock was declared open to business.

It might be well to mention a few facts in connection with the new

lock, which is the largest in the world. It is 1,350 feet in length, 80 feet wide and has a water depth of 24½ feet, so that the largest boat on the lakes may pass through the lock loaded to its capacity without touching the gate sill, which was a frequent occurrence in the Poe and Wetzel locks. It will accommodate two of the largest lake steamers built and four ordinary sized vessels. It requires about six minutes to fill the lock and about the same time to empty it. The new canal and third lock were begun in 1908 and contractors on the excavation have had the usual obstacles in the way of strata of solid rock to overcome, but the work progressed satisfactorily at all times. The total cost of the new canal and third lock has been \$6,200,000. The estimated cost of the fourth lock is \$3,250,000 and notwithstanding the immensity of the undertaking, there were but few accidents. Supt. Sabin has already begun the working out of his plan of beautifying the surroundings.

A. E. Green, dry goods and shoe merchant of Rudyard, closed out his stock of merchandise last week at public auction and has moved to Mason, where he expects to engage in the same business.

John and Henry McLean, under the name of McLean Bros., of Rudyard, will open a new general store about Nov. 1. Both are men well known at Rudyard, where Mr. McLean was formerly connected with the firm of Sass & McLean.

Sam Skidmore, formerly in charge of the meat department of the Soo-Co-operative, opened a market for himself last week. With large experience in the meat line and being an all around hustler and of pleasing personality, which has made him many friends at the Soo, it is a foregone conclusion that Sam will make a success of his new venture.

The war condition do not handicap business at Newberry. A. Westin & Co., general merchants have been obliged to put up a two-story concrete warehouse 30 x 38 back of their present large quarters to take care of their increasing business.

William Schibel and J. Luncy, of Cadillac, were business visitors here this week. They were looking around the Canada Soo for a desirable location. Mr. Schibel was one of Cadillac's popular butchers, whose place of business was destroyed by fire a few weeks ago, but up to the present writing, they have not as yet decided whether they will locate here.

The Soo was the destination of the champion pedestrian, W. H. Adams, aged 66, who arrived here from Vancouver, B. C., having finished his 5,000 mile walk two months and fifteen days ahead of his scheduled time on a wager of \$3,500. There were two starters, the other being James Jimson, aged 35 years. They started the trip on May 1, at Vancouver and were followed by an automobile in which were the two backers of the two pedestrians. The younger man gave up the battle at Winnipeg. Adams reached Toronto August 19, receiving credentials from the officials of that city. The route he followed was to Yarmouth, Nova Scotia, and thence over to Boston and along the shore to New Haven. He wore out seven pairs of shoes before reaching the latter city. For the last month he has been so far ahead of his schedule that he found it very easy to finish the distance. He visited all the city halls and court houses in each city on his route and obtained a certificate from the proper authorities. The automobile followed him close enough to make sure that he could not steal a ride en route.

The woodsmen are starting in early this season in killing off their fellow beings, as another case was reported near Blaney Junction, the victim being Charles Melser, an employe at the Wm. Nelson camp, who was shot at an

early hour Sunday morning by William Berg. It seems that the two men were intoxicated which ended in the above result.

Thos. L. Durocher & Son, were the successful bidders on the 1,500 foot extension of the Marquette breakwater pier, the contract being awarded by the United States engineering corps. The estimated cost of the work is between \$200,000 and \$250,000. This is one of the largest contract jobs undertaken at Marquette this year, which will employ a large number of men.

The Chippewa county hay dealers will get their bumps this year, as the Michigan hay product is prohibited being shipped into Canada on account of the stock disease. The Chippewa county farmers have heretofore enjoyed a large trade in the Canadian Soo, but as the Canadians have declared an embargo on all Michigan fodder, it will necessitate shipping elsewhere this winter. An epidemic of hoof and mouth disease among the cattle in Lower Michigan is responsible for the embargo.

Lieutenant W. J. Wheeler, who for the past several years has been in command on the revenue cutter, Mackinac, at this port, has received notice of his assignment to the revenue cutter, Onondaga, stationed at Norfolk, Va. The Lieutenant expects to make the change about the middle of November. F. J. Saxon, also a member of the Mackinac crew, will be transferred to the cutter, Seneca, at New York City. Lieutenant Eben Barker, who is at present commanding the revenue cutter, Bear, on the Pacific coast will succeed Lieutenant Wheeler here. Lieutenant Wheeler has made many friends while here who sincerely regret his departure. He was very active during the Fourth of July celebration, doing much to make the celebration a grand success and much favorable comment was heard on the arrangement of the marine parade which was a credit to the Lieutenant.

Mose Blumrosen, of Manistique, has announced that he will open up a large clothing store in this city. Mr. Blumrosen is one of the pioneer merchants of Manistique and expects to organize a big company at the Soo. He is also well known in this city, having been formerly interested in business here with his brother, B. Blumrosen.

Dr. Karl Christofferson, one of our well-known dentists, received a telegram last week announcing the death of his father near Munising, caused through an accident while hunting. The doctor has the sympathy of the entire community in his bereavement.

What might have been a serious accident occurred at West Ishpeming hill last week, when an auto driven by A. S. Cameron, of Marquette, collided with an auto driven by W. S. Hillyer, of Ishpeming, on the top of the hill. All of the tires were taken off the Cameron car and two of the wheels are missing; the front of Hillyer's car was also badly damaged. A young lady in one of the cars was cut about the neck and face by the glass from a broken windshield. The other occupants escaped uninjured.

The citizens of Pickford are endeavoring to establish quarters for the winter's amusements. State Y. M. C. A. Secretary Westerman and Secretary DuBridge, of the Soo Association, gave some good suggestions and advice along the amusement lines.

Wm. Rothier, of Dafter, who opened a grocery store last week, has sold his stock to Bert Welsh.

As a result of the recent agitation by members of the grange and Dafter residents, the Soo line has built a platform near the station and stationed an agent there, so that the farmers are able to load hay and peas on the cars for shipment.

Rev. T. R. Easterday brought in one of the largest potatoes ever raised

in Chippewa county. It weighed 4½ pounds. The monster vegetable is of the Burbank variety. It was raised on the farm of Mr. Russell, near Brimley. John Gleason, another farmer of that vicinity, dug a few bushels of potatoes which averaged about two pounds each. Some potatoes for Cloverland!

William G. Tapert.

True Value of Having the Pure Ideal.

Conneat Lake, Penn., Oct. 26—The story of the Michigan teacher who carefully preserved the first page of the Tradesman for a year and used these sheets for decorating her school room brings to mind several thoughts not strictly trade matter in one sense. In another they are decidedly so.

During the thirty-two years the Tradesman has been in existence, its editor has been striving to teach character on its title page as well as to give his readers an insight into the best and most beautiful in literature. That he has succeeded with his part, the fruits of a single year give proof. But what if the body of his paper had been devoted to matter of quite a different influence? Would that teacher have taken pride in advertising the title page of a periodical advocating on its editorial page or any of its pages principles for which she could not stand? Would she thus bolster a sensational sheet, no matter how pure its first page might appear? On the other hand, she would be ashamed to further its publicity in any form.

The front page in our lives is like this front page in the Tradesman. Others see it and admire it if we have made it worthy of admiration; but they invariably probe deeper. They are anxious for more, if it is of the genuine stuff. Flanked with matter of quite another sort the Tradesman would lose at once its interest and its influence. "A vase is begun," says Horace; "why, as the wheel goes round, does it turn out a pitcher?"

To have lofty ideals, to place them on the front page of our lives, and then to live up to them, to make every added word count for the better life—this is the true value of having the pure ideal. Cervantes says, "Every one is the son of his own works." The Tradesman has, perhaps, accomplished no greater work in its long and active service than that of flanking a title page worthy of being held up every week as an example to the children with many pages of commercial matter equally wholesome.

Bessie L. Putnam.

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

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

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

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

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

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

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

Can You Blame Her?

"How is the law made?" asked the instructor in United States history.

"Oh," replied the maiden, cheerfully, "the Senate has to ratify it; and then the President has to—has to veto it; and then the House of Representatives has to—she hesitated for a moment, and knitted her pretty forehead.

"Oh, yes! I remember now," she said. "The House of Representatives has to adjourn until the next session!"

After a man has spent a few nights in a sleeping car he can appreciate a home in a small flat.

Announcement Extraordinary

Our November catalogue, with its *complete stock of Holiday Goods*, is in the mails.

Note what we say—*complete stock of Holiday Goods*.

We believe we have enough Christmas merchandise to last the usual thirty days. This will be an agreeable surprise to the November buyers whose information on the Holiday Goods situation had led them to believe even Butler Brothers Holiday Stock would be riddled by this time.

The fact is, we have since August 1st deliberately husbanded our Holiday Stocks for the benefit of the many thousands of merchants who buy in November. These merchants have come to rely on us so completely for their Holiday Supplies that they naturally would expect us to take care of them in November—war or no war.

They won't be disappointed. *We have the goods.* Just one more word, though: Buyers who delay even one day longer will do so at their own risk.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 28, 1914.

SINEWS OF WAR.

When the Manchurian War broke out, European statesmen and economists referred to the \$375,000,000 gold in the Imperial Bank at St. Petersburg as a mainstay for the Russian position. Germany took \$30,000,000 gold from the French indemnity of 1871, and locked it in Spandau Castle, avowedly as a reserve against a coming war. It lay there until this present war begun, and nearly \$30,000,000 more was put there by the German government, in the twelve months before last August. In the seven weeks between the destruction of the Maine in 1898 and the outbreak of our war with Spain, New York imported \$53,000,000 gold from Europe, and it went at once into bank reserves. We considered ourselves to be fortified by it, even from a military point of view.

This is what lends particular interest to the current weekly reports of the Bank of England and the Imperial Bank of Germany. Last week's statements show that the English Bank has added \$162,000,000 to its gold reserve since the first week of August, and that it now holds \$116,000,000 more than a year ago, and \$54,000,000 more than the maximum of its history, prior to this war. The German Bank reports additions of \$11,000,000 to its gold reserve since July 30; it now holds \$62,000,000 more than the maximum of its history before that date, and \$145,000,000 more than a year ago.

It is true that the Bank of Germany has also, since the war broke out, increased its note circulation \$688,000,000, and that the Bank of England's loans have expanded \$217,000,000; also that the English Bank's ratio of reserve to liabilities, from the 14½ per cent. of August 7, has subsequently risen only to 27½, as against 56¼ a year ago. Nevertheless, these huge additions to the gold reserves have made possible emergency credit operations in both countries which could hardly, in the absence of such new gold reserves, have been undertaken without recourse to depreciated money.

The further course of events, in this safeguarding of its financial position by the two antagonists economically most powerful, will be watched

with deepest interest. The movement may measure the extent to which the strain on ultimate financial resources is being felt. To date, it compares curiously with the Napoleonic war period. Shortly after the twelve-year conflict began in 1803, the Bank of England's gold stood at £3,372,000. It got up to £5,879,000 in 1804 and to £7,624,000 in 1805; but there it practically stopped.

THE SPIRIT OF LIBERTY.

With the birth of the twentieth century an awakening has come. A new spirit has been born in all the peoples of the earth. Every eye is turned to the American republic. Its government by the people and for the people and not by royalty for royalty has inspired a new hope and set a patriotic example until all monarchies but one on the American hemisphere has given away to republics.

The spirit of liberty is contagious. One-ninth of the American population is made up of former Europeans or their children. These have been a connecting link stretching hands across the sea. They have been planting on monarchical soil the seeds of American liberty. France, Switzerland, and Portugal carry republican banners. What shall the further harvest be?

When this most terrible of all great wars has passed and the ghastly toll has been paid, will those who foot the bill submit as meekly as their forebears did under similar circumstances? No, not in this century of new enlightenment and broader personal responsibility, with the powerful weapon of suffrage more widely wielded than ever.

Untold millions who now regard themselves each as an independent sovereign will demand a voice in the declaration of the next European war. They will no longer entrust the destinies of a nation to a ruler whose only right to rule is the blood, good or bad, that the fortune of royal birth has given him.

Let the war lords who are urging on their armies and navies to destruction bear in mind the reckoning after the butchery has ceased. The age of the despot has passed long since. The death warrant of the dynasties of Europe was written in the recent proclamations of war. Alliances and triple alliances will be no more except for peace. The great standing armies pretending to make for peace, but making for war, will no longer burden the people.

As the blood of martyrs was the seed of the church, so the blood of the patriots of Europe will be the seed of new republics, born one after the other, until royalty has been swept into everlasting oblivion.

To that end let there be no declaration of peace that does not rest upon the foundation of general disarmament. Let Europe no longer be an armed camp, waiting the warrior's challenge.

A tightwad is a man who has more money than friends—and is glad of it.

BULWARK OF OUR TRADE.

Wheat prices are now the highest for October in over twenty years. There has been an advance this month of 11¼ to 20 cents, making the best October rise witnessed since 1907, when the market moved up 13½ cents to \$1.07¾, as against \$1.16½ this month. This advance, in the face of the unprecedented large marketing of wheat, is due chiefly to the high record export business and the resultant heavy clearances.

During the month of September, the United States cleared an average of over 1,000,000 bushels a day for thirty days, which has been seldom, if ever, exceeded. In the three months ended September 30, 1901, they were 82,940,000 bushels; yet for the same period this season they have aggregated 89,000,000. Exports this year up to the end of September have been within 57,000,000 bushels of the twelve months' business last season.

Imports of wheat by England and France alone, since August 1, have been 95 per cent. of all the world's shipments of that period, or at the rate of between 6,000,000 and 7,000,000 bushels per week. The estimates for England's weekly requirements, as made by one local statistician, are for 4,000,000 bushels, and for France 1,500,000 bushels. Northwestern Europe will need 400,000 bushels weekly, and the calls from Spain, Holland, and Italy up to the end of the year will be around 1,500,000 bushels per week. This makes an aggregate of 7,000,000 to 8,000,000 bushels per week.

The question is, where will they get it? Australia is regarded as out of the export race. India can ship only moderately. It is thirty days from the beginning of the Argentine harvest and sixty days from the starting of shipments from the new crop of that country. This throws the burden of the demand upon America.

The dispatch from Petrograd that the Czar has assured the Russian Union of Abstinence that he "long ago decided to interdict for all time in Russia the sale of alcoholic drinks by the government" scarcely means that one-seventh of the habitable globe will pass under permanent prohibition. Various measures, it is true, have stopped the sale of liquor in Russia since the war began; and Count Witte, uncompromising foe of the government monopoly, hails the Czar's announcement as meaning that "naturally after the war is finished these measures should be developed in the direction of permanent prohibition." That radical steps will be taken to limit the consumption of alcohol is certain, for the government showed months ago that it had taken to heart the evils growing out of excessive drinking. But to talk of absolute prohibition is to forget that drinking has for generations had its hold on the population, and that the taking over of control of the distilleries in 1895 was with the object of checking it. That object was forgotten, and the output of the distilleries has increased more than 10,000,000 gallons in the last five years.

The best method of slowly bringing the liquor trade under control is probably suggested by Count Witte; the abolition of the government retail shops in favor of a careful license system, with the retention of government control over the distilleries, so as to limit their operations. Certainly, the war has already had at least one liberalizing effect in Russia; coming on top of the previous agitation, it has awakened the authorities to the necessity of sobering, as opposed to debauching, the people.

The Assistant Secretary of the Navy's appeal for 18,000 more men for the American navy is another symptom of what appears to be a determined campaign by our militarists to use the European war as a means of getting more ships and men. The militarists learn nothing from anything; they have merely become possessed of a mania to grab everything they can, always protesting that it is for the sake of peace. That the whole militarist pretension in Europe has broken down; that the fallacy of the argument that great armaments preserve peace is demonstrated for all time, they cannot see. The Tradesman had, however, thought better of Franklin Roosevelt than his present appeal warrants. We do not believe that his demand for more men and battleships, just when the submarine is bearing out Sir Percy Scott's theory that the day of the big ship is over, will have any particular effect on the country. True, as President Wilson said of Congressman Gardner's jingo outburst, it is pleasant mental exercise for the Assistant Secretary. But it would seem as if the Administration might well at this hour restrict this exercise to the strategy-rooms of the Navy Department.

Everybody ought to have and most people do have sympathy for the Belgians, who certainly have been the heaviest sufferers, in a sense from the European war. They had no original part in it and supposed they were protected by treaty from invasion. They found the fact to be different and their resistance has been of great value to the Allies, although it has been at terrible cost to themselves. They have lost not only largely in lives but as well in property and now are threatened with starvation unless food can be brought from the outside. The United States very properly has interested itself in this matter and through its good offices has secured the consent of the German authorities that food may be shipped from England or any other place if consigned to the American representative in Belgium. Mr. Whitlock is our Minister there and he will gladly supervise the distribution of food sent there by the humane and generous donors anxious to alleviate the suffering and satisfy the hunger of these unfortunate people. The work is one which apparently sadly needs doing, and it is in good hands with every prospect of successful accomplishment.

Fortunately for the average man, few of his prayers are answered.

GONE TO HIS REWARD.

Death of One of Kalamazoo's Leading Citizens.

Kalamazoo, Oct. 26—John A. Hoffman, for years one of Kalamazoo's most prominent residents, died last Friday after a lingering illness. Although his condition had been regarded as critical for many months, his remarkable will power enabled him to be about almost to the very last.

The passing of Mr. Hoffman removes from this community one of its citizens of highest standing, a man who had always been keenly interested in anything which had for its object the bettering of conditions. Always cheerful, he made a friend of every man he met. It was his optimistic disposition and his alertness which won for him his success in life.

A daughter, Mrs. George E. Foote, of this city, and a son, Hugh C. Hoffman, of Chicago, survive. A sister, Mrs. Loammi Beckman, of St. Johnsville, New York; two brothers, DeWitt C. Hoffman, Northampton, Mass., Oliver H. Hoffman, Kalamazoo, two half sisters, Mrs. Gerusa McAdams of New York State; Julia E. Hoffman of Buffalo and a half brother, Lawrence Hoffman, of Dolgeville, New York, survive. Mrs. Hoffman died a few years ago.

The funeral was held this afternoon under Masonic auspices and was largely attended by friends of the deceased from all parts of the State.

Biographical.

John A. Hoffman was born on a farm near St. Johnsville, Montgomery county, N. Y., April 7, 1847, his father being of German descent, while his mother was of Holland extraction. When he was 8 years of age his mother died, and his father and family removed to Michigan, locating on a farm, which is now in the suburbs of Kalamazoo. In 1861 the father died, so that the management of the farm and the care of the family naturally devolved upon John, who was then 14 years old and the oldest child left at home. He carried on the farm two years, keeping the family together and attending to the needs and necessities of the two younger children with the tenderness of a father. In 1863 he entered the tin shop of Gail & Perrin, hardware dealers of Kalamazoo, where he served a thorough apprenticeship and subsequently became foreman of the establishment. Ten years' experience in the tinsmithing business naturally stimulated in the young man a desire for broader achievements and a more thorough knowledge of the world, so that he gladly embraced an offer from Lawrence & Chapin, manufacturers of farm implements at Kalamazoo, to go on the road. His territory comprised the Middle and Southern States and occasional trips through the Eastern States. So successfully did he discharge the duties devolving upon him that four years later he was offered a very much larger salary to undertake the same work for the Gale Manufacturing Co., of Albion. He continued in the employ of this corporation seven years, when he embraced the opportunity to travel jointly for the Butcher & Gibbs Plow Co., of Canton, Ohio, and F. E. Myers, manufacturer of pumps and haying tools, at Ashland, Ohio. His territory at that time comprised the entire State of Michigan, Northern In-

diana and Northwestern Ohio, and so successfully did he cover the territory that he was made manager of the field, with full power to locate agents and undertake such other work as is frequently attended to by the home office. Some years ago Mr. Hoffman was offered the position of Steward of the State Hospital for the Insane, at Kalamazoo, and he had discharged his duties so well and faithfully that he was very generally regarded as one of the most capable men in his line of business in the country.

Mr. Hoffman attributed his success to well-directed hard work, constant application, fair dealing with his fellow men and the exercise of all the tact and good judgment at his com-

In addition to being a popular salesman, highly esteemed by his friends and associates, Mr. Hoffman was an excellent business man, his business acumen and judgment being held in great respect by his employers and by all with whom he came in contact in a business way.

Appreciation.

Once more the sheaf of flowers tied with lavender ribbon is attached to the door of a friend. Once again the funeral car is backed to the curb. Once more we are reminded that the man of 50 cannot make new friends as rapidly as the old friends take their departure.

John A. Hoffman, our friend, everybody's friend, has started on that journey which in youth we seldom

ly man. He was a man who, to use a homely expression, "Always stood without hitching." In other words he was a man upon whose face God Almighty had plainly stamped the words, "This man, wherever he may be placed will always do his duty as he sees it; this man you do not need to watch." Mr. Hoffman was an unusually good business man, but he was not what is known as a shrewd man; he was an open-faced, an open-hearted man, a man whom little children instinctively trusted and whom grown-ups reposed confidence in without reserve.

At the time of his death he was Steward of the State Hospital located at Kalamazoo and to our certain knowledge he took as lively and as conscientious an interest in this institution and its inmates, as he would or could had he owned it personally and had those restrained been bound to him by ties of blood.

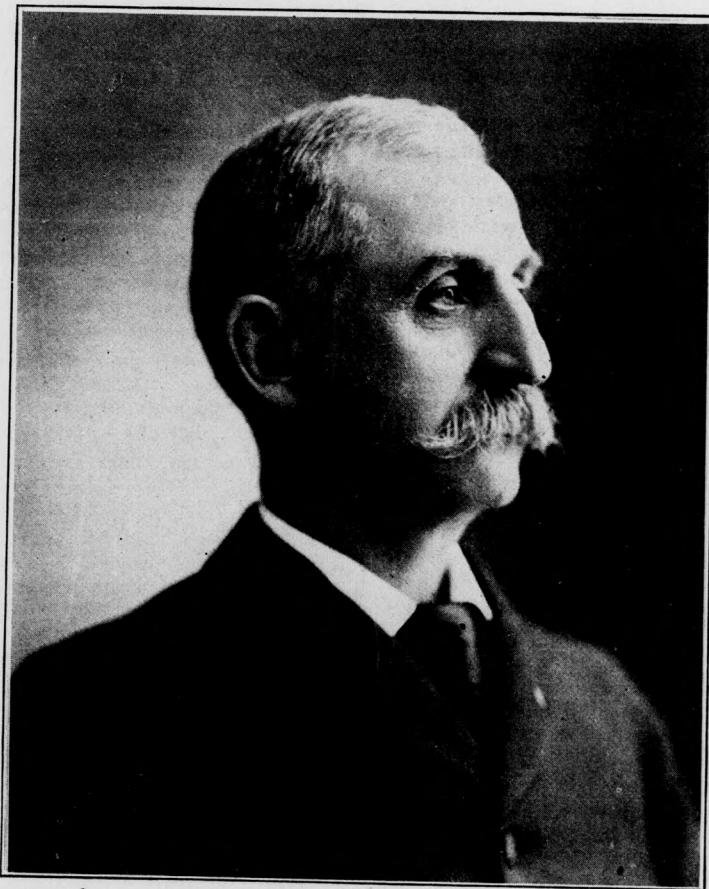
Mr. Hoffman was a seven days in the week Christian gentleman; he, perhaps unconsciously and unthinkingly, followed in the footsteps of Him who went about doing good, not because he wanted the applause or the approval of the multitude, but because he had cultivated the inborn, the old-fashioned virtue of fairness and brotherly love.

There are some who depart this life who are missed alone by their immediate families and by them only for a short time; there is no use in disguising this fact because it is an incontrovertable one and the reason for it is too patent to require either arguments or explanation. However much or little these people may have accumulated and left behind them in worldly goods, their lives were barren because their hearts were chilled, because they lived not for others but for themselves alone; hence and very logically when the time for their departure came they went as they had lived, friendless, alone and unmourned except, of course, as related to respectable and required outward form. As the years go by, John A. Hoffman will be remembered with love and affection by scores, yea by hundreds of men and women whom he substantially befriended, by men and women whom he inspired by his life as well as by spoken word to stand by, to look up and to press on with a heart of cheer and a hope for better things. Sometime, we know not how soon or how long deferred the time may be, we confidently expect to meet our friend, John A. Hoffman, again, to clasp his hand, to hear his voice, to see his smile and we know—at least we know we believe—that we shall find him busy there as he always was here, doing a man's work in a manly way.

William L. Brownell.

One Million Brides.

There are nearly one million brides in the United States in one year. Showers, weddings, anniversaries—each spells "Opportunity" for you. Make note of announcements of engagements and weddings and send out letters inviting inspection of stock. Don't forget the brides.



JOHN A. HOFFMAN

mand. On the assumption that every man ought to have something in this world to show for his being here, Mr. Hoffman invested his surplus savings in real estate in the suburban portions of Kalamazoo, which yielded him very satisfactory returns as the city grew in size and values increased.

Mr. Hoffman was married June 27, 1870, to Miss Lizzie Rollins, of Kalamazoo, and was the father of two children. He was an attendant at the Presbyterian church. He was one of the organizers of the Michigan Knights of the Grip and was honored by being elected director, Treasurer and President. He also took the initiative in building up the U. C. T. in this State and was elected to every chair in the Grand Council. He also belonged to the A. O. U. W. and the various Masonic bodies known as Kalamazoo Lodge, No. 22, Kalamazoo Chapter, No. 13, and Peninsular Commandery, No. 8.

mentioned and never thought of except with a feeling of abhorrence and dread. He has started on a journey which those in middle-life contemplate with at least some degree of calmness, but which those in advanced years frequently hail with delight, not only because it brings relief from physical ills, but because it also insures them a longed for reunion with loved ones gone before.

It is a regrettable fact that the perverseness of our human natures or, perhaps and more likely, the push, the hurry, the grind of our busy every day lives prevent us from expressing to our friends while living the love we bear them and so as the man of God repeats "Dust to dust and ashes to ashes," we resolve in our hearts to express to those who are left our feelings for those who have gone.

John A. Hoffman as we knew him—and we knew him well—was a man—



The Saturday Night Six O'clock Closing Question.

It has been claimed by opponents of the reform that Saturday night closing will make it necessary for working men, who only have Saturday evening in which to buy their clothes, to have the women of their family do their shopping for them, and this will result in the department stores getting by far the greater part of the business, because the women will go to the department stores when they do their own trading, and buy the men's stuff there. Thus the men's clothiers will lose the great volume of business done Saturday night, and the department stores will get it.

Let us suppose, for the sake of argument, that the false assumption were true that workingmen could not secure extra time in which to do shopping, and that they would, in consequence, delegate their shopping to their wives.

It has been stated that in this event women would buy the men's apparel at the department stores where they do their own trading. Stop and think a moment before jumping to this conclusion.

If you will reflect just a little on the tendencies of woman, if you will analyze her nature, you will, I am sure, speedily come to the conclusion that, to buy men's apparel in the department store where she chances to be purchasing a hat or coat or something else for herself, is precisely the thing she would not do.

Women like to look around. They like to shop, and while you might be able to hold a man in one store, and persuade him to make all of his purchases there under one roof, you never could persuade a woman to do such a thing as that.

You couldn't even make her do it. Such a thing is against her nature. She simply has got to shop around. You ask your wife about it, and she will tell you that, while she buys her hats at Smith's she always goes to Jones' for her coats, and there is no place where she can do so well for shoes as at Brown's, and so on throughout the list. Buy her husband's clothes in the department store where she chances to be making purchases for herself? Never!

In granting the false assumption that men will ever, under any condition, delegate to their wives the duty of buying clothes for them, another phase of the question presents itself. This has to do with the retail clothier's ability to compete with the department store as a "trade-getter." The department store has not hesi-

tated to try conclusions with the retail clothier along this line, notwithstanding the heavy handicap brought about by men's undoubted antipathy towards trading at a woman's store. The effort thus put forth by the proprietor of the department store has made him a better and more resourceful merchant. It has sharpened his wits, has improved his salesmanship, has made him a wiser buyer, has developed within him the art of making an effective appeal for business.

The proprietor of the department store has, in the face of at least one great disadvantage, fearlessly invaded the field of the retail clothier, and has, by the experience, been made a much more capable and successful merchant.

If it were true that Saturday night closing would compel the retail clothier to either invade the field of the department store or lose a big chunk of his business, to suppose that the retail clothier is incapable of such invasion is an unwarranted reflection upon his capacity as a business man.

The retail clothier is not, as a business man, inferior to the department store proprietor, and if he chose to invade the department store field he could do so, and come out with flying colors.

In fact, the experience would sharpen the wits, develop the business acumen, increase the resourcefulness, bring forth latent salesmanship and trade-getting qualities, and in various ways improve the retail clothier quite as much as has the experience of invading the retail clothier's field improved the department store proprietor.

Things would not be hopeless for the retail clothier, even if women were to buy clothes for the men folks and were to buy them in the department stores, because, if the department store can go after and win the men, even though men have a strong in-born dislike to department stores, then there is no reason on earth why the retail clothier could not go after and win the women.

It is merely a question of determined, resourceful effort, and to suppose that the retail clothier is less capable of this effort than the department store proprietor is to underestimate the former. Difficulties develop us and bring out our latent powers, but retail clothiers can never be developed, nor have their latent powers aroused by the difficulty of recovering their workingmen's trade from the department store, because there can never be such a difficulty.

The belief of retail clothiers that

they will, in case their stores close at 6 Saturday evenings, lose their workingmen's trade to the department stores, is born of fear, blind, unreasoning fear, and it is precisely this fear that since the earliest history of man has obstructed progress.

Every single improvement that the world now enjoys was at its inception bitterly opposed by men who feared that dire consequences to them would result from its adoption.

If we could only rid our minds of fear, and replace our pusillanimous attitude towards life and the world with an attitude of courage, then we would come into our own. Why do we persistently conjure up all sort of dangers when all history is replete with lessons teaching that success and power and honor is to the man who dares?

Out in Iowa there are two brothers, one a prosperous farmer, worth a hundred thousand dollars, and the other a farm laborer, working by the month. Twenty years ago these two men each inherited six hundred dollars.

The one invested his money in a farm, and went into business for himself. He had courage. He believed in himself and in the world, with the result that to-day he is a happy, prosperous and influential man.

But his brother, poor fellow, was haunted by fear. He feared to buy a farm lest land would depreciate or crops fail, and he lost his money. He feared to put his money in the bank lest the bank fail, and he feared to keep it on his person lest someone should rob him. So he just hid it away, and then, not daring to work for himself, he hired out to others as a farm hand, and to-day, while his brother is prosperous, respected and favorable known throughout the coun-

try side, this unhappy man, whose life has been blighted by fear and doubt, is merely a unit belonging to the army of unknown farm laborers.

In a great metropolitan city in the Eastern part of our country is a millionaire men's apparel merchant, the head of a very successful men's clothing concern. This man some years ago began life obscure, and without money, but he had courage and foresight.

He could foresee that closing his store at 6 o'clock every night, including Saturday, and similarly lofty policies in other directions, would win out in the long run, and he had the courage to adopt these policies at a time when the overwhelming sentiment of retail clothiers was that such a course would be simply ruinous.

Business standards and methods have undergone vast improvements since those days, and it requires far less courage to-day than it did then to advocate and adopt Saturday night 6 o'clock closing. There are still, however, great numbers of retail clothiers who fear to put this policy into effect. It's the same old fear that causes manufacturers to raise such a hue and cry when state laws are passed shortening the working day. These manufacturers really believe, before the laws are passed, that they spell ruin for them. But experience has proven that, far from being ruinous, they were blessings in disguise, because in the shorter day employees are doing more and better work.

This fear put in its appearance when the New York Workingmen's Compensation Act was under discussion, before its passage. The way some people felt and talked on the subject would indicate that the law would inevitably bring dire results upon



Winter Goods

Now for the Winter Trade

Square Blankets, Stable Blankets, Plush and Fur Robes, Fur Coats, Sheep-Lined Coats, Blanket-Lined Coats, Duck and Corduroy, Mackinaw Coats.

Our catalogue is ready, and, if you have not received a copy, say so, and one will be sent immediately.

When you come to compare values, send in a trial order and see for YOURSELF how "Sunbeam" Winter Goods will brighten your store.

BROWN & SEHLER CO.

Home of Sunbeam Goods

Grand Rapids, Michigan



Write for the Latest "Buffalo" Catalogue

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

Buffalo Trunk Mfg. Co.

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

THE
SOLID CONSTRUCTION
LINE

pretty nearly everyone. But it didn't. Neither would Saturday night closing prove detrimental to the retail clothier. Try it, Messrs. Retail Clothiers, and you will find that you will not lose a dollar's worth of business, but will do an increasing trade with less effort.

But that is not all. Public sentiment the country over is rapidly crystallizing in such a way that it is only a question of a short time when laws will be enacted compelling stores to close at 6 p. m. Why not voluntarily do this highly commendable thing, and not wait to be compelled to do it?—Geo. D. Briggs in Apparel Gazette.

Combination Suit and Overcoat Sale.

The Boston Store, (Chicago) on a recent Saturday, held a sale at which they offered a man's \$15 suit and \$15 overcoat, both for \$18. The sale, which was advertised in the newspapers of the previous day, attracted attention, and early in the day the clothing department was well filled with buyers who carried away a suit and overcoat each, for which they had paid the advertised price. A feature of the advertisement was the statement of the store that the garments were the product of one of the most widely-known makers in America, that each garment bore the maker's label, but that the name could not be used in the advertisement owing to an agreement. The offering, which included a wide variety of patterns and materials in both overcoats and suits, was the product of a Milwaukee factory. At the Boston store it was said that the stock was bought from the maker last February and had been packed away until such a time as it could be offered to good advantage.

Concerted Effort to Increase Trading at Home.

South Bend, Ind., Oct. 26—In an effort to promote the trade of Indiana the Indiana Retail Merchants' Association at a meeting in Indianapolis adopted a resolution to make Oct. 29 Retailers' Day in the entire State.

On this day in every town where there is an organization of retail merchants, and in the towns where there are enough merchants but no organization, all will meet to discuss plans for the biggest trade-at-home campaign ever held in any state. Steps in the campaign are now being formulated by the State organization.

As a climax of the campaign a "Trade-at-Home" dinner will be served in a number of the towns of the State at a simultaneous hour on the evening of Nov. 17. It will be the purpose of the dinner to show Indiana people that there is no need of sending money away from home for the necessities and luxuries. The menu will be composed entirely of Indiana products, the people at the dinners will be urged to wear as nearly as possible only Indiana made apparel. Every effort will be made to boost Indiana trade by urging the people of the State to demand Indiana products.

It is estimated that more 100 dinners will be held and that more than 50,000 people will attend. The attendance will not be restricted, business men, farmers, employer and employee all being invited. From the evening of the State-wide Indiana trade-at-home dinner, newspapers, show-cards, street cars, moving picture slides and every available ad-

vertising medium will be utilized to keep constantly before the people the buy-at-home idea.

There is a movement growing over the country to keep American money at home. Coincident with the State-wide movement the Chamber of Commerce of this city has instituted a movement locally to boost the trade of South Bend retailers. By urging South Bend people to demand South Bend made goods trade of this city will be stimulated, local manufacturers will do more business and more help will be needed, filling the pocketbooks of South Bend workmen.

A campaign has been under way here for several weeks to get people to see the advantage of using strictly South Bend made products and it is believed that the city is gaining great headway through the plan. On the same day on which the retailers of the State will hold their meeting, a delegation of Indianapolis wholesalers will be in South Bend to look into conditions here in an effort to draw more of the trade of this city to the capital.

Complete Breakdown of Man-Made Civilization.

Detroit, Oct. 26—Civilization is certainly experiencing one of its periodic breakdowns. We are forced either to admit the futility of civilization or to confess that there is something fundamentally wrong with the standards and ideals of society.

Since the beginning of the historic period, civilizations have been man-made civilizations. The educational, political, and religious organizations responsible for standards of conduct have been practically dominated by men. Periodically these institutions and their standards have failed. They have failed, perhaps, because males alone can not, in the nature of things, possess all of the instincts and the possibilities of both males and females.

Primitive men delighted to kill and to destroy. They had little regard for the life which they had not produced in pain and misery. Many men retain this primitive instinct. Primitive women, on the contrary, struggled to conserve the life that they had given. They naturally had a more correct estimate of its value, because they alone knew what it had cost. They loved to gather and to save in order to protect what they had brought forth; hence the development of the family and the beginnings of wealth. Women have not lost this primitive instinct.

Since men and women are biologically different, it is usually admitted that they are temperamentally different. Herein lies the fundamental error in institutions that reflect the temperament and the estimates of but one-half of mankind. Educational, correctional, and political policies dominated by men must of necessity be as poverty stricken and one-sided as homes without mothers. It would be foolish to deny that the woman's vision, intelligence, and instinct for preservation of life and property are assets in the home.

Standards of civilization should reflect the vision of both sexes. When these things are recognized, and when we are ready for standards and ideals that shall represent the vision of the whole race, rather than a part of it, women may help to settle disputes by talking them out rather than by fighting them out. When the woman's point of view is properly estimated it may be impossible for a person to claim to be an educator who teaches that war is necessary to pave the way for higher culture. If such sentiments are tolerated they should come from men who are being driven and who are dying on the firing line, not from those who are in retreats hundreds of miles away.

If the woman's point of view is ever recognized and utilized to bal-

ance men-made educational policies, it may be unthinkable that the ultimate end of any system shall be to teach a whole people to hate and to destroy another people. It may be impossible then for the mothers of one race to sanction death-traps for the children of the mothers of another race. In those days there may be racial toleration as well as religious toleration. It will then be difficult perhaps for any nation to accept as a philosopher one who parodies the words of Jesus—"but I say unto you, blessed are the war-makers for they shall be called the children of the war-god-Odin." Such mutterings may then be considered but the vapors of madmen.

October 4 was set apart as a day of prayer for peace. Of the thousands who observed the occasion, it would be interesting to know how many really acknowledged that the faults of society are probably inherent in the institutions which they themselves tolerate and support. Unless we are ready to confess and to locate the error, the next catastrophe will be in the making before the present one is concluded. Peace talk is futile and foolish while society is willing to repeat the blunders of the past. We may well build more torpedo destroyers, invent more high-power explosives, and build bigger guns, for there is no other hope unless the destinies of the race can be shaped by the women who bear it as well as by the men who beget it. Lina E. Gans.

The Spirit of Democracy Grows.

Detroit, Oct. 26—We have now evidence that the grave does not end man's existence. The vandals have arisen again in Europe, and are much better butchers than they were fifteen centuries ago. They kill now hundreds of thousands, instead of thousands; they fight on land, on sea, and in the air, a sure proof that they are civilized and cultured Christians. Their artillery makes brilliant pyres of great cities, fit trophies of victory and fitting funeral rites for the hecatombs of the slaughtered. Lucifer must bestir himself or his myrmidons will hurl him from his throne; they think him even now a traitor to his cause, and his empire a haven of heavenly rest. They want

a real hell for the people right here on earth. Treitschke, the great historian, puts it tersely in the sentence that "war is our drastic, God-given medicine," and, strange to say, other great men uphold also this dynastic doctrine. It seems as if goodness and mental power don't mix readily.

But, notwithstanding the gloomy outlook in Europe, it is safe to predict that this will be the last of the many dynastic wars. The spirit of democracy grows apace, it spreads around the globe. The people begin to know their power, and, in due season, Europe will have its leaders, its Lincolns, its Jeffersons, and Woodrow Wilsons, to resist autocracy, nobility, and militarism. This war is their last trump, for it stretches the people's patience to its limit.

For centuries these dynastic governments have sown the seed of hatred in the bosom of nations; they have nurtured it with oceans of human blood and fiendish miseries, and thus kept them from uniting. But, as our Lincoln said, "you can't fool all the people all the time." They recognize that they have been hoodwinked. They see the Government of the United States sail majestically as a democracy, and that will make the days of autocracy numbered in Europe. Democracy, life, liberty, and happiness, and a United States of Europe will be the outcome of this fiendish war. B. Behrisch.

Even an epicure would soon tire if his job were one continuous round of pudding and ice cream.



This is the Flavor that stands every test of heat or cold.

Housewives and confectioners want

Mapleine

for lasting and delightful flavor.

Order from

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

Crescent Mfg. Co., Seattle, Wash.

"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.

"Folger's"
Grand Rapids, Michigan



"Kalamazoo" Customers always "come back"

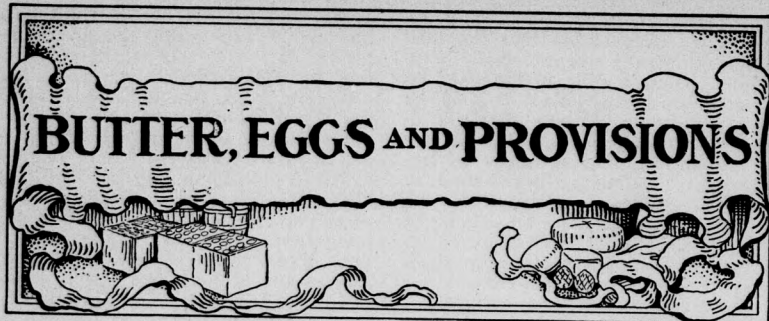
Our oldest customers are our best customers. The longer a concern uses Kalamazoo equipment the harder it is for our competitors to break in. Kalamazoo equipment "grows" on a business man. Bookkeepers who have become used to the simple, easily operated Kalamazoo devices dislike to change to any other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

Kalamazoo Loose Leaf Binder Company

Manufacturers of the
Famous

Kalamazoo

Kalamazoo,
Michigan



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.

How Fruit Can Be Profitably Handled.

Can you sell fruit at a profit? Or do you handle it simply to accommodate your customers, and consider yourself lucky if you can get rid of it without a loss?

The fruit problem is a perplexing

It is a wheeled, white enameled or aluminum frame structure. The wheels are swiveled and fitted with rubber tires so that the seller can be moved at once in any direction noiselessly and easily. Wire baskets that are easy of adjustment fit on the top and sides. It will be noted the frame of the device is broader at the base than at the top, so that to remove the side baskets, which are held by a clasp, all that is necessary is to raise them a little. The base, which is intended for vegetables, is of white enamel (or



An Efficient Fruit Salesman

one to many grocers. All carry fruit in stock but few realize sufficient profit on it. Several papers have investigated the banana and fruit problem recently with the purpose of getting some definite and dependable information which will aid in placing these commodities in the class of profitable merchandise.

A principal difficulty encountered is that of displaying fruit to advantage in the limited space of the average store. Fruits must be kept where they will be seen by customers. A device which permits a compact and attractive display of fruits and vegetables is shown in the accompanying illustration.

aluminum) and has an inlet for a water plug as well as an outlet.

"The top rack shows a display of pineapples and cocoanuts, bananas hang in the center, and apples and oranges, have their places in the baskets on either side. On the vegetable tray are included rhubarb, tomatoes, asparagus, cabbage, potatoes, and radishes."

This fruit seller was put on the market by an Ontario manufacturer and seems to be a useful fixture for the grocery.

Nearly all grocers agree that bananas are among the most difficult fruits to handle. Here is a hint or two

Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

Refer you to The Peoples Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Write or wire us when ever you have POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

Apples and Potatoes Wanted

Let us know what you have

M. O. BAKER & CO.

TOLEDO, OHIO

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Mail us samples

Red Kidney, Brown Swedish and White Beans

any quantity you have to offer, also
Potatoes, Onions, Apples, Rye and Clover Seed.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

Use Tradesman Coupons

from a dealer in Ontario who has studied the question:

"We cut the bananas off the bunch and place them inside up on the counter. We count them closely to see at what price we require to sell them to make a profit. On almost every bunch it is necessary to figure on getting only an average of from 10 to 15 cents for the two top hands. We find by putting the bananas on the counter in this way that we sell three or four bunches to one formerly."

The banana season for the grocer covers the whole year. With the coming of the winter months the difficulties in handling them increase. Few retailers have the facilities for ripening bananas properly especially during the winter. They vary so much in size and quality that it is extremely difficult for the storekeeper to have any standard for selling them. Any ideas approaching a solution of the banana problem are, therefore, sure to be appreciated by all grocers.

Precautions That Will Avoid Heavy Losses.

The fact that it will soon be one year since the calamitous dressed poultry season of 1913 wrecked many handlers of poultry, sent tens of thousands of pounds of chickens, turkeys, ducks and geese to the crematory, and left the consumer with such a strong aversion to the taste of the poultry that reached the market in "off" condition that sales have suffered ever since, is being used as the text of the sermon which experts in poultry handling in the United States Department of Agriculture are preaching to poultry shippers all over the country.

Shippers agree that the spoilage of dressed poultry during the autumn of 1913 was unparalleled, and that the rest of the year has been, financially, one of the worst on record despite the scarcity of meat. Specialists in the Department consider that the blame rests chiefly upon the man who killed, picked, chilled and packed the poultry and sent it to market. This man bought the birds alive, hence they were not decayed when he got them. The railroads, in general, have worked diligently at their refrigerator lines and it is well known that shippers who packed their goods properly found the railroad service last autumn sufficiently satisfactory to deliver the product in good order. The receivers of poultry were hunting for stock that could be sold to a high class trade—but the inspector did not have to look far for poultry that was absolutely unfit for food.

The Department accompanies its words of warning with words of advice to the poultry dressers, telling them how to handle the birds to ensure high quality and a minimum change in composition.

First: The packer, as soon as the birds are received, should transfer them to "holding batteries," which are really coops so constructed that only a few birds are in the same compartment. All have an equal chance to get food, each has an abundance

of fresh air and absolute cleanliness is easily maintained.

Second: For twenty-four hours before killing the bird is not fed but is given plenty of clean water. In this way the crop is emptied and the flavor of the flesh improved, as well as its keeping quality. Of course, the bird does not weigh as much when emptied of food, but it is better to be paid for a few less pounds of poultry than to receive only a freight bill.

Third: Killing should be done by cutting the veins of the neck from inside the mouth while the bird is suspended by the feet—Circular 61 of the Bureau of Chemistry, gives the details of how to bleed and to "brain"—that is to loosen the feather muscles so that the birds may be dry picked, not scalded. Scalded birds have their keeping quality greatly reduced.

Fourth: Holding the bird while removing the feathers is best accomplished by the "frame" method. The second best way is what is known as the "string" method, and the worst methods are the "bench" and "lap."

Fifth: After the birds are bled and picked the animal heat must be removed. The best method of doing so is to hang them, head downward, in a room having a temperature between 30 and 35 degrees Fahrenheit, where they should remain for twenty-four hours. The temperature must not go above 35 degrees, nor below 29 degrees, and the atmosphere cannot be depended upon to remain within these limits, hence mechanical refrigeration is an absolute necessity. If the packers last season had adhered to this one regulation it is safe to assert that the inspectors in the markets would have had to hunt a long time for a "greenstruck" or "off conditioned" chicken. Putting the birds in cold water, or water and ice to cool them is unredeemably bad, and packing in fine ice with a heavy lump of ice on top of the barrel is a continuation of an unreliable and often very disastrous method.

Sixth: Pack the chilled birds in standard boxes—twelve to the box—or in small kegs if they are not to be hard frozen, and see that each bird in the package is an exact match in quality, size, color and perfection of dressing for every other bird. This is the height of the art of "grading."

Seventh: Have the refrigerator car in which the dry picked, dry packed poultry is to be shipped iced with a mixture of broken ice and 10 to 15 per cent. of salt for twenty-four hours before loading. When loaded, the temperature of the car midway between the doors, four feet from the floor, must not exceed 35 degrees F. To ensure the best of handling during transportation, dressed poultry should be shipped in carlots. If you cannot get the minimum quantity for a carlot yourself, get together with other nearby shippers and make up a joint car. You may have to bury some hatchets, but that is better than having your bank account snowed under. Get together!

Remember that every bad chicken sold hinders or prevents the sale of

a number of good chickens. The housewife remembers only that her family did not like her choice of food. Generally, she does not know whether the bird was dry picked or scalded, dry packed or iced. What she wants is a fine flavored product. Your product may be good, but if your neighbor's is bad yours will also suffer. Get together! In this emergency the good of one is the good of all.

Circulars 61, 64 and 70, Bureau of Chemistry, and Yearbook article No. 591, all dealing with the handling of dressed poultry, will be sent on application to the Department of Agriculture as long as the supply for distribution lasts.



ESTABLISHED 1891

CHAS. PLATTS
WHOLESALE DISTRIBUTOR OF NORTHERN GROWN
QUALITY OYSTERS SERVICE
JACKSON, MICH.

Correspondence Respectfully Solicited

Dandelion Vegetable Butter Color

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

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

Make Out Your Bills

THE EASIEST WAY

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

Satisfy and Multiply Flour Trade with

"Purity Patent" Flour

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

National Selling Service

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

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

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

NATIONAL BISCUIT COMPANY



Eight directors of the Michigan Savings Bank of Detroit have been elected directors of the Wayne County and Home Savings Bank, increasing the board of the latter to twenty-four members. This is one of the steps in the final consolidation of the Banks. Later the assets of the Michigan Savings will be removed to the Wayne County and Home and several minor officers will be elected from the incoming force. The enlarged Wayne County and Home Savings represents the consolidation of three Banks—the Wayne County Savings, the Home Savings and the Michigan Savings. Its capital and surplus, aggregating \$5,000,000, and reserve of \$700,000, exceeds those of any other State Bank in Michigan. It will have resources of about \$38,000,000.

The First and Old National Bank of Detroit is a combination of six Banks, including the Merchants & Manufacturers' National, the Preston National, the Commercial National, the Old Detroit National and American Exchange National and the First National. It is the largest Bank in Michigan.

The Peoples State Bank of Detroit is made up of four Banks, which have been consolidated in the past, including the Mechanics State Savings department, the United States Savings, the Peoples State and the State Savings, while the Dime Savings is a consolidation of four Banks—the Union National, the Citizens' Savings, the Marine Savings and the Dime Savings.

Among the bank stocks quoted on the Detroit Stock Exchange appeared for the first time last week stock of the new Merchants' National Bank of Detroit. The bid value listed is 126 and the sale reported at 127.

The First National Bank of Ludington has fallen in line with the other banks of that region and is boosting agriculture with a large exhibit of fruits and vegetables in its lobby.

For the first time in several years holders of 7 per cent. cumulative preferred stock of the Peninsular Portland Cement Company of Jackson are receiving checks covering a 3½ per cent. dividend payment. With the check is a communication from officers of the company explaining that practically all of the concern's obligations have been cleared away

and expressing the belief that more frequent distribution of profits will hereafter be made among stockholders.

November 17 the Southwestern Michigan Bankers' club will hold its annual convention in Albion. D. A. Garfield has received notification from the Secretary of the organization that the invitation from there had been accepted. A local committee will arrange for entertainment of the visiting bankers. There are 106 banks in the association and at least 100 delegates will be present.

The Northwestern Michigan Bankers' Club is holding a regular meeting at Traverse City to-day. President Titus has invited W. G. Edens, of the Central Trust, Chicago, to attend this meeting and address the members on the benefits to be derived from the group system of organization.

Current statistics indicate continued contraction in the aggregate business of the country. The decrease in bank clearings, as compared with last year, is about 30 per cent. Notably the towns other than the city of New York are showing decrease. Last week it ran above 15 per cent. whereas heretofore the decreases have been 5 to 8 per cent. Likely enough this process will run on for a considerable period, but eventually we shall find that capital has increased, that thousands of people who now see the necessity for economy have accumulated large funds, which, when once affairs have righted themselves, will be powerful for enterprise and the further up-building of American interests. The railroads are trying to save themselves from bankruptcy by an increase in freight rates, which has become more and more imperative as the bad condition of business has emphasized itself. Seemingly there should be no question as to the decision the Interstate Commerce Commission will render, yet we are bound to defer to the learned doctors composing that board. The new tariff law is fighting business recovery powerfully and impoverishing the treasury of the United States, while also depriving many manufacturers of the motive for activity.

Many people have an impression that all the large aspects of the current financial situation are discussed at Washington with as deep an interest and thoroughly complete an understanding as in Wall Street.

4% the first year

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

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

Guaranteed by two wealthy responsible men.

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

The Michigan Trust Co.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

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

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

City Bank Officers

offer their personal services in the advise and purchase of securities, for banks, bankers and private investors, and the absolute security of the City Bank vaults for the protection of valuables.

**Resources Over
Eleven Million Dollars**



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

United Light & Railways Co.

H-S-C-B

H-S-C-B

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

Howe, Snow, Corrigan & Bertles

Citizens 4445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.

Reason for this probably lies in the recollection of that efficient work accomplished at the outbreak of Europe's war, when emergency measures for relief of the floundering financial markets came forward almost as quickly as their imperative nature was asserted, and when Washington appeared less distracted over the sudden crisis than any other part of the country.

As a matter of fact, credit for the capital's accomplishments of August lies less with the capital itself than with the Treasury Department and with the President, whose energy in pressing the emergency measures through Congress is still recalled. Congress itself did not understand nor pretend to understand the intricate workings of the financial markets then, any more than it pretends to understand them at the present time. And this being the case, it can be judged to what extent and with what a degree of familiarity the larger aspects of the situation are being reviewed there.

Visitors seeking to learn the collective impression of Washington on the subject of current finance, soon find they are seeking in vain; there is no such collective impression. This can honestly be said, despite the fact that the capital has been thoroughly steeped in financial discussion all this week. Discussion in Congress of war tax measures and cotton relief expedients; discussion before the Interstate Commerce Commission of the railroad rate plea; discussion at the Treasury Department of emergency measures for remedying the international credit situation; discussion by the Federal Reserve Board of organization plans; discussion everywhere concerning the errand of Sir George Paish, of the British treasury, to this country.

Beyond the mere question as to which of these discussions attracted greatest attention—because of its air of mystery that regarding the English visitor lent itself most readily to elaborate speculation and rumor—was the question regarding the one which might show the most immediate result. The rate decision is not expected for some time; the cotton relief measures are not expected at all. Early results of the Paish visit are most generally looked for. Whatever its final outcome, statements made by the foreign representative during his stay have served to minimize concern entertained among Washington people respecting the manner of paying maturing debts of the United States abroad. The British Government, we are told, will lend all the assistance in its power toward making the terms of payment easy, and toward helping the restoration of normal conditions here; and the mere tone of this generalization has been accepted—it may be too trustingly—as signifying that large obstructions in the way of America's financial recovery have already been removed. Paish has been regarded

somewhat in the fashion that Aladdin was regarded in his day.

On each of the discussions enumerated above views enough have been expressed, but to endeavor to set them all down as Washington's impressions would be like trying to set down the impressions of a man caught in the heart of a Coney Island "maze." The paths pointed out lead in every direction, and nine out of ten are blind alleys ending nowhere. Still, no one should find fault that different points of view are expressed at Washington any more than they found fault that different points of view were expressed at the Richmond bankers' convention last week. The Congressman from the prosperous West can hardly have the same point of view as the one from the gloomy South, nor can the Congressman from the coast have the same view as his colleague from the East, which is one of perplexity.

The State Savings Bank of Scottville has announced that until further notice it will pay 4 instead of 3 per cent. interest upon all savings deposits in that Bank. This announcement is in line with the progressive policy of this strong Bank. During the past sixteen years, since its establishment as the second Bank to be organized in Mason county, it has enjoyed a steady growth, the result of the confidence of the people in the stability and strength of the institution, its officers and directors. The rate of interest heretofore paid depositors has been as high as seemed prudent in view of the risk and expense attending the investment of funds; but now that farm values are more firmly established, borrowers are able to pay their obligations and many of the risks attending the business of banking have been diminished, they feel that the time is ripe for a more equitable division of the profits.

A poor man may get more real pleasure out of an air castle than a rich man does out of the other kind.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

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

GRAND RAPIDS SAVINGS BANK

The Old National Bank

GRAND RAPIDS, MICH.

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

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

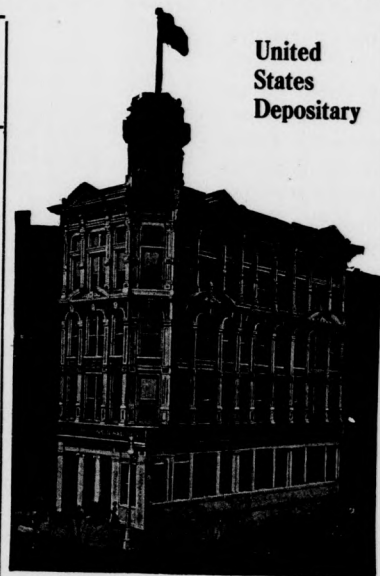
United
States
Depository

Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



GRAND RAPIDS TRUST COMPANY

Acts as Trustee in cases where a trust is created for the management of property during the lives of wife or daughter, or either, whom the husband and father wishes to protect from the troubles and anxiety of collecting income, paying taxes, making investments, looking after interests in business, etc.

123 Ottawa Avenue, N. W.

Both Phones 4391



Difficulties in Buying Silk Greatly Exaggerated.

Those in the silk trade think there is too much talk about the difficulties of doing business just now. The manufacturers now think there will be a drop in the price of raw silk which would remove the profit on fabrics put upon the loom with the high prices on, hence the apparent lagging among some manufacturers. The lowest price was about \$42.50 less a bale than now, but the financing is also troublesome.

During August 2,376 bales of raw silk and 259 of spun silk were imported chiefly from China and Japan, but in these numbers is included 109 bales of raw silk and 239 of the spun silk from France and Italy. Some French goods have been received, but the mills there cannot continue producing with the workmen in the war field.

The Dye Question.

There is a problem that the trade is pondering over. No doubt dye-stuffs were sold us by Germany very cheap; too cheap for the dyers to pass by and try to use home made dyes from domestic chemicals. German chemicals are to a degree absolutely necessary, but if we have to walk alone we must commence to-day and continue until perfect. Dyers are now trying to obtain the chemicals only from Germany. In the meantime dyers are practicing a rigid economy in curtailing the assortment of shades which have always been too large in the domestic and foreign sample cards.

Local Trade Encouraging.

The trade for fall goods has been excellent lately, buying satin effects freely. Raised prices are talked of, but do not meet with much favor; buyers look coldly upon the idea of buying at advanced rates stock goods of domestic make. Buyers and manufacturers expect a drop in raw silk when banking and shipping facilities resume their usual state. This keeps a leaven of uncertainty through all operations that may be exciting, but not satisfactory.

Satin, charmeuse, satin liberty, messaline, crepes meteor and de chine are meeting with continued favor; the last mentioned is in especial demand now for waists. Silk manufacturers are not complaining of the amount of business done. They know and the public knows that nothing can take the place of silk.

Silks for Wraps.

Some of the goods from the exhibition at Lyons, France, early in the summer, are being shown in New York for winter evening wraps, and

they are gorgeous to the extreme. Black as a background is conspicuous, with flowers as large as a breakfast plate, gold, silver and velvet effects intermingled as flowers, lace work, stripes and Chinese scrolls. The colors are artistically subdued, many dark. Satin surfaces predominate. These wonderful fabrics retail from \$10 to \$15 per yard.

Metal effects are very prominent in elegant wrap and costume fabrics.

The linings of these silks when fashioned into long, full evening wraps and cloaks will be of plain or figured satin, ditto crepe, also of chiffon over satin and of the beautiful shaded plushes that give heat and but little extra weight.

Examples of Fine Weaving.

Broche embossed on a crepe chiffon surface which also has metal motifs. Cloth of gold effects on double faced satin. Printed chiffon with metal motifs, hand-painted. Crepes, chiffon, silk voile, damask and satin with silver and gold broche. Satin with pekin stripes of gold metal. Black taffeta having bright colored stripes, double faced. Beautiful quality of serge de soie in plain rich colors and black. Double faced plaids; these are of fancy effects not in tartan effects.

Extreme Ideas.

The last novelty introduced by Paris was silver cloth for evening gowns that would have only tulle above the waist, apparently no lining, just tulle galore to give a cloud of vapory effect; trained skirt of silver cloth which is very pliable and with a brilliant, glistening effect. Metallic cloth gowns were prepared in Moyen age style with the loose overdress of tulle; over this a sash of silvered tulle or of some wonderful ribbon, low and tied at the back.

Waist Materials.

The important waist this fall is using chiffon, accordion plaited and plain, crepe de chine, messaline, satin liberty, satin, messaline and (in white or black) exquisitely fine silk of the Habutai order for modern shirt waists. The more elaborate waists are freely combined with lace and net, but there is already interest shown in all silk waists of good quality, dark and medium shades and just the dainty lingerie collar as a finish. Black and white striped satin waists are freely shown.

Skirts and Costumes.

Separate skirts are of faille, satin or charmeuse chiefly. Long over tunics are of net and frequently have a point back and front, and a band or piece of ribbon velvet. Costumes for afternoon dancing have a temporary check as has dancing in a measure,

but even war passes, but dancing goes on. Black silk will share the favor of other black fabrics, especially charmeuse, satin and a crepe like taffeta that is of charming texture and name. Many of the handsome dress silks are in such shades as navy and royal blue, tete de negre, Russian green, purple and the amount of shades will be lessened, a wished for action by many.

White Satin Booming.

The vogue for white satin waists has set the pace for selling this fabric in the ordinary satin or the washable, the latter having a remarkable run. The waists run from the popular price of \$4.49 to \$10, being both tailored and elaborate, as the fabric takes any effect.

Philosophy of Childhood.

Little James, while at a neighbor's, was given a piece of bread and butter and politely said, "Thank you."

"That's right, James," said the lady. "I like to hear little boys say 'Thank you.'"

"Well," replied James, "If you want to hear me say it again you might put some jam on it."

Figuring on the Cost of Doing Business.

In the beginning of an organization it is rather difficult to ascertain just what it costs to do business. The only definite information I have ever been able to obtain is from actual experience of the costs of doing business over a period of time. If an account of all salaries and incidental expenses is kept for a period of twelve months and then compared with the total sales of merchandise for the same period of time, you will have some basis upon which to predicate the cost of doing business. As an illustration, if you do a \$100,000 business for a year and your total expenses and salaries are \$10,000 you know that it has cost you 10 per cent. of your sales to do business. After you have obtained this information then you have a comparatively safe basis on which to calculate your per-

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.

Bed Comfortables

Our Bed Comfortable customers are satisfied customers. We pride ourselves on our line of comfortables—they are good lookers and good sellers, filled with sanitary cotton and lined with silkline or sateen of pleasing design and colorings. The prices are \$9.00, \$10.50, \$12.00, \$15.00, \$17.50, \$21.00, \$24.00, \$27.00 and \$30.00 per dozen. Please send us your mail order. 🌸 🌸 🌸 🌸

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:::

Grand Rapids, Mich.

Horse Blankets---Plush and Fur Robes Automobile Robes

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

SHERWOOD HALL CO., LTD.

Ionian Ave. and Louis St.

Grand Rapids, Michigan

centage of doing business for the next year; of course, on the supposition that the volume of business will be about the same and the expense of doing business about the same.

I have never believed that a merchant could safely calculate his cost of doing business upon the purchase price. There are a great many articles that cost \$7.50 per dozen, for which you can obtain \$12 per dozen retail. There are other articles which cost you \$9 which you are forced to sell at \$12 retail. If you figure your percentage cost of doing business on these two items you have one dozen costing you 75 per cent. and another dozen costing you 90 per cent. expense of sales, when the expenses of selling these articles would be the same and the percentage of depreciation in stock probably would not be greater upon one of the articles than the other.

I do not think that depreciation of stock should be counted on the costs of doing business but should be taken care of at the period of invoicing and if the depreciation has occurred they should be invoiced at their present value, on a basis upon which they are intended to be sold; the depreciation should be taken care of after all the anticipated profits between the costs of merchandise and the net retail price after allowance has been made on the cost of doing business.

It is a safe calculation to make allowances of 5 per cent. on the cost of merchandise for the depreciation and shortage which will occur in all the retail business and this should be taken care of before considering the price at which an article should be retailed.

The question of reducing the cost of doing business is becoming more and more a paramount subject for consideration, for it is conceded by almost everyone that the retail price must be practically the same in competitive stores. The time has passed when people will pay more for a given article than competitive stores are offering and if forced to do so the volume of business will be so materially reduced that the percentage cost of doing business will be increased materially and the leverage in buying so curtailed that the volume of profit will not prove satisfactory.

For the last fifty or sixty years the economic problems were those of production, as the source of supply was not equal to the demand and consumption. The best energy and ability of the commercial world was concentrated and devoted to efforts to increase the output and reduce the cost. As a result the importance of distribution was neglected, as margins of profit obtained were sufficient to take care of large costs. With the exception of abnormal conditions, which we have at present and will likely have for the next year or two, manufacturing and producing enterprises are well equipped to take care of the demands and it is imperative upon the part of distribution to curtail expenses and economize in the handling of stocks in order that the margin of profit shall be satisfactory.

The problem of the retailers is becoming more serious, for we hear a universal complaint from the consumers of the advanced cost of living; and with the unfair methods of competition it requires the closest application of the rules of business in order that the year's work may show a satisfactory result.

I would like to emphasize the importance of doing a large volume of business; for if we do not have the volume of business we lose both the leverage in buying and the volume of profits which accrue from a fair percentage of profit on a large volume of business. It is only with a volume of business that we are able to buy at better advantage and at the same time reduce the percentage cost of doing business.

As a personal experience I find that the parcel post is of considerable help in increasing the volume of business, and instead of amount of goods sent to our customers from the large mail order houses, which was anticipated to be the ultimate result of the installation of the parcel post, we find that this line of business can be done by the regular merchant if attention is given and this line of business encouraged.

There are a great many articles which the customers use, and will use that we can not carry at the store without forcing us to carry too large a stock. It is my observation that the customers prefer to have regular merchants order these articles, and in that manner, they can have a personal in-

spection before they have fully assumed the obligation of buying. This will increase the volume of business without any expense, and of course, in that way, reduce the cost of doing business. In my opinion it is better to go after a volume of business, use the leverage which volume will demand in buying, carry a diversified stock of staple goods and economize in the carrying of surplus stock.

Retail the goods at a standard price and keep them moving and in this manner eliminate as far as possible the depreciation of values, and if your percentage of profit is not as large as you like the volume of profit will aggregate more than a large percentage of profit upon a small volume of business.

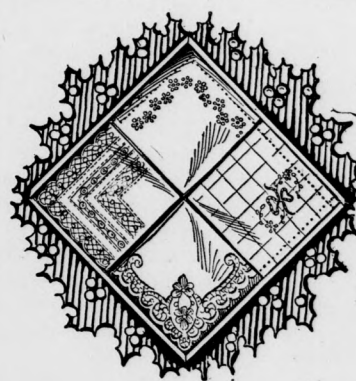
F. M. Meadows.

Clinical.

The eminent physician—still young and a bachelor—stood on the rustic bridge over the babbling brook which just there made a cool brown pool. He leaned upon the handrail. By his side, also leaning on the handrail, stood a girl in the most artful summer-time garb. Her eyes were bent on the clear water below. Suddenly she looked up, gave her companion a swift glance, and then looked demurely down again.

"What would you do, doctor," she murmured, "if my heart lay at the bottom of that brook?"

"I should hasten to congratulate you," replied the doctor crisply, "upon the admirable fashion in which you had rallied from the operation."



Now is the Time

To buy Handkerchiefs for holiday trade.

We are showing an exceptionally good line in Children's Ladies' and Gentlemen's, ranging in prices from 12 cents up to \$4.25 per dozen.

Special value Children's Handkerchiefs, three in fancy pictorial box, 90 cents per dozen boxes. Write for sample.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

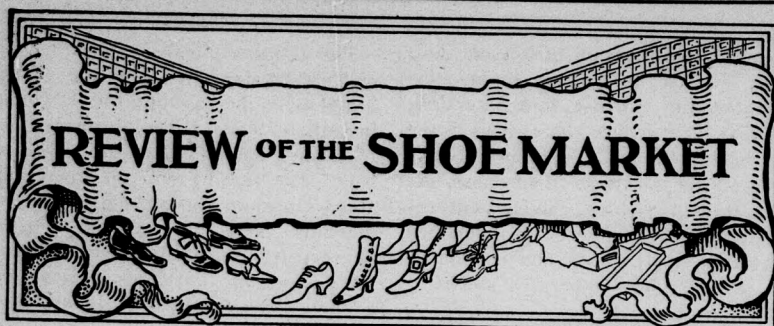
Heavy Jumbo Sweater Coats



BECAUSE of the pressure brought to bear upon us by the great number of dealers who have been selling Ha-Ka-Rac Gloves and Mittens for the past twenty years, we have added highgrade sweater coats, knit caps, etc., to this well-known line. Before making this addition we observed carefully the elements of success in our famous Ha-Ka-Rac Gloves and Mittens. We found that our rapid growth was due to the generous profit that appealed to the dealer, and to the honest quality that insured repeat orders.

We do not sell through jobbers. We aim to exercise the same careful attention in handling our new line of sweater coats, caps, etc., as we have in the past with Ha-Ka-Rac Gloves and Mittens.

Perry Glove & Mitten Company Perry, Michigan



Some Hallowe'en Tips for the Shoeman.

I say now, Mr. Shoeman, have you really stopped to think how close upon us is that day of ghosts and witches—Hallowe'en?

Holidays of all sorts, but particularly those steeped in the atmosphere of the unusual, constitute ready advertising material for the clever merchant. And it is the continual observation of such facts that makes or breaks his highness—Mr. Shoeman.

Hallowe'en, falling on Saturday, October 31, this year, is a good day to celebrate by making a special window trim, an interior display, or by using a sales-building stunt of some sort. The weird, out-of-the-ordinary, unusual spirit of Hallowe'en allows wide latitude in this matter, and simplifies things considerably by stirring into action the dulllest imagination.

Good Window Display Idea.

Anyone can build a neat display with a quantity of corn stalks, some crepe paper, and a couple of pumpkins. This would be more appropriate, of course, for suburban, or out-of-town stores. But do not misinterpret my meaning as a restriction or limitation upon your resources. I have seen this plan operated most successfully by the largest city department stores.

There are any number of attractive schemes awaiting your presentation, yet I believe the one I am about to describe will not only appeal to you, but also lead your chain of thought into profitable channels.

New Hallowe'en Sales Plan.

The idea is, to my knowledge, almost entirely new, being tried out but once before, and that in an obscure corner of the map. To tell the strict truth it was really a "last minute affair," being conceived and executed within four days of Hallowe'en.

The retailer in question was, at the time mentioned, struck with some of the same truisms repeated in this article. "Why not make better use of holidays?" he thought. "Why not capitalize the spirit attending each and every special day. By jove, it's a good idea. I'll try it." And he did.

Interesting the Children.

He bought a lot of Hallowe'en favors. Just what they were is a minor matter. The fact that they appealed to children and that each article bore his advertisement in some conspicuous manner are points to be noted. It is not the premium plan, however, which deserves particular attention, but rather the unique manner of its development. As the vaudeville artists sing:

"It's not what you do, but how you do it!"

After ordering the premiums, Mr. Retailer sat down at his desk and sketched the copy and lay-out of a card addressed to prospective boy and girl customers. This card was printed in red and black ink on fawn-colored stock and decorated with pleasant goblin faces. Here is the text:

Boys and Girls of Hustleville:

Visit Mr. Retailer's Big Shoe Shop, at 210 Main Avenue, on the Day of Frolic—Hallowe'en

October Thirty-First, Nineteen Hundred and Fourteen And Meet There The Witch of Kindness

She has some wonderful presents for every child, and is so overjoyed at the prospect of giving them to you that she can hardly wait for the day to come.

The Witch of Kindness typifies the new spirit of Hallowe'en. There is nothing scary, or cobwebby, or ugly about her. She is robbed in white, not black, and she uses as her wand the softest kiss in the world, and transforms folks only by making them better and more worthy.

You'll like the Witch of Kindness, Children. Come, then, to

Mr. Retailer's Big Shoe Shop
210 Main Avenue

And Meet Her
Present To All!

On the opposite side of the card appeared some illustrated offerings in children's footwear.

One of Mr. Retailer's salesladies played the part of the Witch of Kindness—and carried it off to perfection. A findings case near the front of the store was removed and an imitation hut of cornstalks built in its place. Being that all this was personal labor, and that the cornstalks were received from a friend in the country, incidental expense, aside from the cards and premiums, amounted to a mere trifle.

When the great day arrived the Witch of Kindness remained in her hut surrounded by numerous packages of gifts until the store was well crowded with children. Then she emerged and, passing from bench to bench, distributed her presents, accompanying each favor with a pat or word of encouragement. Made up,



SEASONABLE

No. C 8066 MEN'S HI-CUT

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

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

Remember we are State Agents for "HUB BRAND" RUBBERS

Rindge, Kalmbach, Logie Company
Half Century Shoe Manufacturers

Grand Rapids, Mich.

Hood's Heavy Arctics

Make millions of feet happy and thousands of dealers know why and are profiting because of that fact.



Note the Interlining In all Brightons

Known as "Brighton" in Hood Brand and as "Weston" in Old Colony Brand

		Hood Brighton	Old Colony Weston
Men's	Brighton, Plain Edge, New Bedford, 6-13	\$1.18	\$1.04
Boys'	Brighton, Plain Edge, London, 3-6	.98	.88
Youths'	Brighton, Plain Edge, London, 10-2	.78	.71
Women's	Brighton, Heel, New Opera, 2 1/2-18	.84	.76
Misses'	Brighton, Heel, New Opera, 11-2	.71	.64
Childs'	Brighton, Heel, New Opera, 4-10 1/2	.57	.51

Save the 5% discount

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

as she was, in silky white robes rented from a local customer for a few dollars, face hidden by a white mask and abundant hair flowing far down over her shoulders, she made a strong impression upon the kiddies.

Plan Worked Like a Charm.

The whole scheme worked like a charm. Cards had been mailed and otherwise distributed to a great majority of Hustleville's juvenile population only two days before the event, but that was soon enough to make forgetting impossible and yet far enough away to excite considerable curiosity. And when Hallowe'en came at last, well—you should have seen the crowd of boys and girls at Mr. Retailer's. And everyone was unanimous in proclaiming the "Witch of Kindness" stunt a great success.

So you see, now, Mr. Shoeman, just what can be done in the line of holiday advertising. Perhaps you have overlooked many such opportunities in the past, but if you are wise, live, and up-to-date the future will hold a much different tale concerning you. —Wm. H. Kofoed in Shoe Retailer.

What Some Michigan Cities are Doing.

Written for the Tradesman.

Ten new fire alarm boxes have been installed at Jackson and Fire Chief King is urging citizens to use them instead of telephones.

The electric light and power plant at Onaway, also the Chandler dam at Tower, have been purchased by a stock company and day and night service is promised.

New ordinances adopted at Saginaw require that meat, poultry and fish markets, as well as grocery stores, shall remain closed on Sundays.

Adrian has an estimated population of 18,000 and is called the Maple City because of the maples of early planting, dating back to the fifties.

Jackson's new traffic law, with safety zones at street intersections for pedestrians, is in effect.

Pontiac will put in hitching posts on vacant property on Perry street where farmers may keep their horses.

Bay City has finally adopted a coal ordinance which requires that sales slips of dealers shall show the net weight of each load, with severe penalty for short weight loads.

Ishpeming has again taken up the question of installing a garbage incinerator. People in the St. Lawrence district, where the garbage is dumped, maintain that it is a public nuisance.

Work has started in the night schools of Adrian with 100 students enrolled.

Fence factories of Adrian are preparing for a busy winter run, with the farmer trade prosperous except in the cotton districts of the South.

Saginaw will vote Nov. 3 on two propositions: a bond issue of \$750,000 for municipal lighting and power station, also a distributing electric plant; an issue of bonds for \$540,000 for distributing plant only, the city to buy its current from private parties.

The Saginaw Wood Products Co., which started operations at Gaylord last winter, is now in the hands of Vincent D. Ryan, of Bay City, as re-

ceiver. The plant will probably continue its operations, as there are many orders to fill.

The Mason rest room has been set aside in the new city hall at Battle Creek for use of the general public, especially the wives of farmers who trade in that city. Commissioner W. H. Mason made a request for the rest room a few days before his death.

Ann Arbor has voted to prepare a building ordinance, with inspection and permits issued to cover construction work in the future.

Lansing enrolled 275 students in the night school courses on opening night. Over fifty women enrolled in the sewing class.

A Hallowe'en dinner will be given at the new high school, Petoskey, Oct. 31, by the Business Men's Association, and among the guests will be many out-of-town friends.

The John M. Fay Foundry Co., one of St. Joseph's growing industries, is building a larger plant, being assisted by the Development Co.

After months, if not years, of talk Battle Creek has accepted sketches of an "above ground" jail, to be erected at Locust and Division streets. The area devoted to windows and skylights is large and there will be so much sunlight, as a local paper puts it, "that the prisoners will have to wear smoked glasses in good weather."

Hancock has added domestic science to its school curriculum.

Lansing is planning to erect an office building and rest house at the city market at cost of \$3,000.

The Osceola County Board of Commerce has been organized at Hersey, with M. M. Callaghan, of Reed City, as President and B. W. Wells, of Evart, as Secretary. The purpose is to boost the farming and business interests of the county.

Manual training students at the Saginaw high school will put theory into practice by building a large automobile garage.

The Saginaw night schools this year have a class in automobiling, with a practical teacher and facilities for this course.

The Adrian Commerce Club has 165 active members.

The Northeastern Michigan Development Bureau, with headquarters at Bay City, has been voted \$2,000 as support money next year by Bay county supervisors.

Almond Griffen.

The Con Game Evening Press.

Col. George M. Doty has it on the esteemed Grand Rapids Press. Last week Tuesday while reading the Press he saw a picture used in connection with the present-day German war which looked familiar to him. Finally, later in the day, he began searching his books and found that the original of the fake picture was used in a Civil War book printed over forty years ago. Col. Doty states that if a local newspaper had put over anything as raw as that in the way of "enterprise" the Press would have thrown a fit over it and not been through laughing yet.—Howard City Record.



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.

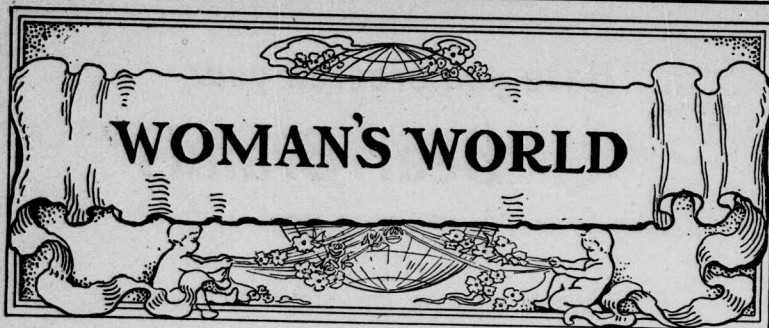
Good Shoes Sell at Better Profits
And Make More Friends



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.



Some Side Lights on the Money Question.

Written for the Tradesman.

Will the troublesome old money question between husbands and wives ever be settled? Judging from the amount of discussion it has provoked, it ought to have been thoroughly thrashed out years ago; still a really satisfactory solution of the vexing problem seems about as far away as ever.

In the current numbers of a popular magazine there is running a series of articles giving a very frank account of the troubles of a married pair, written by the husband. From this I quote the following brief passage, which will awaken a sympathetic response in countless rankled bosoms: "I have heard many persons say that money does not bring happiness. Yet as I study my married life I can not recall even one quarrel or disagreement or misunderstanding that could not be traced directly to money matters."

In how many households is money, or the lack of it, or the purposes for which it is expended, the sore and sensitive spot, the bone of contention, the center of ill feeling, from which all inharmony seems to radiate.

The allowance system often is put forth as a solution of the money problem. It is good in its way, and certainly is a far more dignified manner of providing for the domestic budget than a daily or weekly supplication made by one head of a family to the other, for funds to meet necessary current expenses. It offers some relief from monetary despotism, provided you can get the despot to come down regularly with the allowance.

Monetary despotism still exists. There are tight-fisted husbands who richly deserve all the severe rebuke that has been directed toward them in these columns. They are not few in number either. But the species gradually is diminishing. The idea that the income belongs entirely to the husband and that he should have absolute and undisputed control over it, is as surely dying out as did that prior bit of barbarism, the legal and popular sanction to man's beating his wife whenever she proved insubordinate.

The allowance system is merely an improved method of domestic expenditure. It does not strike at the root of the difficulty, which is a mental attitude of dissatisfaction and disagreement, an unfortunate condition from which no allowance system that has yet been devised can guarantee immunity.

As has been said, monetary despot-

ism is on the decline. The difficulty in most households at the present time is not over who shall have the "say" about the pocket-book. The average good husband lets his wife have money whenever she asks for it—if he has it. But down in his heart he is likely to feel that really she ought not to need it so often nor in so large amounts. When he makes the entries in his cash account, his thoughts run in a vein somewhat like this:

"Household Expenses—\$5 this morning—\$10 last Wednesday—\$8 the Monday before. I wonder what she does with all of it. It seems to me that she can't buy as closely as she ought. While I should hate to say anything about it, I think she might have her old hat done over, instead of getting that swell creation she has set her heart on. And I truly believe she dresses the children better than there is any need of."

"They say Luckyboy is accumulating property—getting rich. He couldn't if he had as expensive a family as I have. It holds a man's nose to the grindstone, paying grocers' and butchers' and dry goods and doctors' and dentists' bills. I wish my wife could manage as my mother did. Mother was a sensible, economical sort of woman and didn't have to have everything that was going. If only Mary were more saving, I could get a start."

From this habit of mind it is only a step to feeling that the wife is in some inexplicable way to blame for such regrettable facts as that supplies of coal and flour and potatoes do not last always; that milkmen and dealers in other necessities of life will bring in their accounts; and that children's clothes and shoes wear out and that their teeth and tonsils have to be looked after. It is not impossible that a man's mind may become so illogical as to feel that his wife is to blame for such little expense-bringers as children assuredly are, being in the world at all.

Clearly the wife is at a disadvantage in this money question, because she does not earn the money but spends it; so by process of mental association she comes to be considered the cause of its having to be spent.

The advanced cost of living and the constantly advancing standards of living also bear heavily upon her. She wants to keep up—to have things like other folks. She is expected to keep up. The man who is the most strenuous advocate of economy would be heartily ashamed of his wife, were she to attempt to dress on the small amount of money that clothed his fru-

gal mother; humiliated to see his children rigged out as were he and his brothers and sisters in their childhood. What went in the days of our forebears will not go with us. Times have changed and our ideas of necessary and fitting expenditure have undergone a gigantic process of evolution and expansion. Alas! that incomes have not grown in proportion!

The husband also is at a great disadvantage because, while earning all the income there is, he commonly can not possibly gather in nearly so much as an ambitious family thinks he ought to. The way a hard-working but impecunious father can be held in scorn and contempt and regarded as a financial failure by dependent sons and daughters who are not making a cent, is one of the sad and ironical paradoxes of life.

There is much to be said on both sides of this money question. It is no light and easy thing for a man to put in the best years of his life toiling early and late, only to see the money all lived up, perhaps even before he receives his pay envelope. Nor is it a lighter nor an easier thing for a bright woman, eager for social preferment and all the good things of life for herself and for those dear to her, to be held to household drudgery all

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

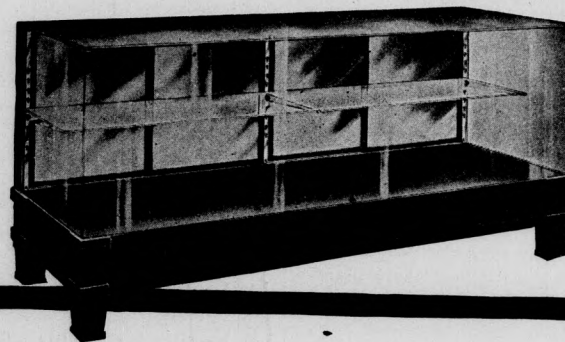
AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT**

FLOUR

**Makes Best Bread
and Pastry**

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.



"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

In Two Places at the Same Time

The Citizens Telephone Company's Long Distance Lines completely cover the state and make the above seeming impossibility possible.

Are you taking advantage of this great convenience? Thousands are, you should

Use Citizens Service

her days for the single reason that she married a man who can not play the game of business. Nor is it an inspiring task to take each week or each month a very limited number of dollars, and with them try to satisfy an unlimited number of wants.

The masculine and feminine points of view as to what constitute economy and extravagance are hopelessly at variance. A woman's desires run more to pretty clothes and nice furnishings for the house, a man's to good things to eat and drink and to automobiles. Each may be willing to skimp on some things in order to have some others, but rarely is there perfect agreement as to just where retrenchment should come. A woman regards a good cigar as a wicked and reckless waste; a man thinks it is only a reasonable creature comfort.

Husbands expect miracles of their wives in the way of economy. Good sir, if your wife could make a little cash go as far and last as long as you think it ought, she would be too great a financier for the fireside. Her services would be in demand by all the great banking houses of the country. You married your wife, not on account of any demonstrated monetary ability on her part, but because she was good-looking or because she charmed your fancy, and you have no right to expect such financial expertness. But you do expect it.

And you, dear Madam, do you not expect miracles of your poor husband in the way of earning money? Remember that you married him, not for any demonstrated financial ability, but because he won your heart, or possibly because no more eligible suitor presented himself. He is not a Rockefeller nor a Rothschild, but just plain John Smith. To win in the financial game requires a specialized ability, equal to that of a high grade contortionist or a League ball player. Not every man can attain to it. You have no right to expect it from your husband, yet you do expect it and can not conceal your disappointment that he has it not. Thus is the situation summed up: The wife blames the husband because he can't make more money; the husband blames the wife because she can't contrive to make what he does make go further. It is suggested that it would make greatly for happiness and content if all contracting parties would squarely face the fact that matrimony costs money and involves the sacrifice of many personal ambitions, financial and otherwise. Very often the real test of domestic heroism and a successful marriage may be to keep sweet and happy while remaining poor.

Quillo.

Manufacturing News Crowded Out Last Week.

Detroit—The William C. Windish Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Krentler Bros. Co., manufacturer of shoe lasts, has increased its capital stock from \$50,000 to \$300,000.

Holland—The Holland Furnace Co. is building an addition, 90 x 100 feet,

to its plant, thus increasing its floor space to 76,000 square feet.

Detroit—The Park Motor Works has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$300 paid in in cash and \$4,700 in property.

Bay City—The Findley Coal Mining Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$500 paid in in cash and \$9,500 in property.

Kalamazoo—The U. S. Oil-Gas Co. has been organized to manufacture a crude oil burning device for heating and cooking. The burners will not be sold, but will be leased under a low rental.

Detroit—The Detroit Boiler Specialty Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,500 has been subscribed, \$1,000 paid in in cash and \$500 in property.

Flint—The Flint Paint Specialty Works has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed, \$500 paid in in cash and \$7,500 in property.

Detroit—The Donahue & Shoebottom Electric Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,845.69 paid in in cash and \$7,154.31 in property.

Vanderbilt—The Vanderbilt Manufacturing Co., manufacturer of furniture, has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and \$1,500 paid in in cash.

Jackson—The Jackson Cover & Bag Co. has been incorporated with an authorized capital stock of \$12,000, of which \$4,000 has been paid in in cash. The company will manufacture paper bags and paper covers for automobiles.

Owosso—A. Peterson, formerly of Mt. Pleasant, has installed six electric machines and will manufacture leather face, canton gauntlets and railroad special gloves under the style of the A. Peterson Glove Manufacturing Co., at 304 Genesee street.

Muskegon—The Joy Stoffer Manufacturing Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash. This concern will engage in the manufacture and sale of lumber, building materials, refrigerators, etc.

Hastings—The Hastings Electrical Manufacturing Co., manufacturer and dealer in electric suction cleaners, machinery, etc., has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,520 has been subscribed, \$600 paid in in cash and \$1,900 in property.

Bay City—The Aladdin House Manufacturing and Construction Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash. This concern will engage in the sale of building materials and the construction of buildings.

A good dentist spares no pains to make his work satisfactory.



Karo
(MADE IN U.S.A.)

The American Household Syrup

GROCERS everywhere are benefiting by the increased popularity of Karo as a table and cooking syrup. Especially the successful ones who are using the attractive Karo Store Signs, cut outs and other designs to show that the store is progressive and carries the goods the public demands.

Our advertising of Karo is bringing business into every grocery store that wants the business and stocks the goods.

This picture shows one of the handsome store advertising designs which you may have FREE upon application.

Your jobber now has an attractive trade

offering on Karo. It will be to your interest to get it from him.

Send for our Special Store and Window Displays at once.





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.

Advantage of Showing the Goods Quickly.

Written for the Tradesman.

"It is worth while for any clerk to learn, right at the beginning, how to show the goods quickly," said an experienced hardware dealer the other day. "Quickness of eye and ear and mind are very necessary qualities in the salesman. The clerk's time represents money, money which his employer is spending; and the clerk who is exceedingly slow in serving customers not merely exasperates the customer but runs up the cost of the sale.

"I had a junior with me last fall. He was a good, honest fellow and wanted to do what was right, but he was horribly slow. It would take him all of two or three minutes to drawl, 'Good morning, sir' and as much longer to find out what the customer wanted; and ten minutes might be gone in most instances before he actually got down to the real business of showing the goods. Why I had another man behind the next counter who would make a couple of sales in the time that chap took to get under way."

From the hardware dealer's point of view quickness is a matter of vital importance; it is even more important to the clerk, whom whatever his ambitions, is consciously or unconsciously training for the future. It is just as easy, when all's said and done, to do things right as to do them wrong; and it is far more profitable for the young man from the very outset to train himself in the valuable habit of doing things in the right way.

Particularly in busy seasons, the salesman's time counts. Where there are a large number of customers to be waited upon within a very limited space of time, the clerk must move quickly. Now and then a clerk tries to economize time by slighting the customer, giving him only half attention. That is not good business. It is better business and better salesmanship to learn the knack of quick, efficient, businesslike service behind the counter.

Quick service doesn't mean inordinate haste and constant hustle and bustle. The man who is always in a hurry as a rule is the last man to "get there." Often he never "gets there" at all. But to think quickly, to act instantly and with decision, to say the right word and do the right thing on the spur of the moment, and

to keep perfectly cool and good tempered and unexcited, is a far more important and far more essential item in the making of sales.

"Briskness" is a word which describes with a pretty fair degree of accuracy the essential quality of a live, wide-awake salesman. He is quick—but he doesn't allow himself to become excited. He hurries a sale without appearing to do so. In fact, the brisk, go ahead salesman as a rule gives his customer the impression that he is taking plenty of time. He gets in his work by crowding more action into the same number of minutes; but he spreads the action so evenly over the minutes that there isn't a hint of crowding.

For instance, a lot of time is wasted in mere gaps in the selling talk. The salesman shows a saw. He lets the customer look it over, and all the while he utters never a word. "Is this a good saw?" asks the customer, presently. "Will it do all sorts of work?" The clerk meditates a moment. "Yes, you'll find it a very good saw," he replies.

Yet it is just as easy for the trained clerk, in the act of handing down the saw for inspection, to say: "For general purposes, doing ordinary work around the house, this is just the saw you want. It is excellent value for the money and ready to use just the way it is." All this can be said in the half minute it takes an active clerk to hand the saw to the customer. It saves time, it answers the customer's inevitable questions in advance, and—it is better salesmanship. The little bit of sales-talk which accompanies the article predisposes the customer in its favor.

Put in a good word for the goods when you're handing them out for inspection. Don't wait for the customer to ask questions—anticipate him by talking up the selling points. That is one way to save time in selling. More than that, it makes it decidedly easier to sell. The customer feels that you are taking an interest in him, and in the goods, when you volunteer information. And the good salesman always volunteers information that may seem helpful; he doesn't stand behind the counter waiting to be asked.

Try this speeding up process on your sales. Don't do it with the primary idea of hustling through a sale for the sake of the time you're going to save; rather keep in mind that quick selling is efficient selling. Don't spur yourself into a frantic hurry. But, keep cool every minute, just fix your mind on the sale; learn to hand out

the goods quickly; get the knack of saying something about them that will help a sale while you are handing them out. Speak, not rapidly, but clearly and distinctly, and say just as much as it is necessary—no more. And put a touch of enthusiasm, or, better still, of earnestness, into your talk. Try to make your customer feel, from your tone and manner, that you're anxious to see him well served, and that you firmly believe the goods you're offering him are the only goods that will fully satisfy his needs.

A pleasant, interested manner has a great influence in inducing sales. I have learned that from the buyer's as well as the seller's side of the counter. The indifferent clerk is handicapped by his very indifference; the clerk who is thoroughly interested finds in his interest a powerful ally in securing sales.

Back of your interest, you should aim to acquire a pretty good knowledge of the goods you are offering. Knowledge of the goods is the salesman's chief ammunition. To do effective work—to hold his position and win the victory—he must have an adequate supply. Not that he needs to fire it all off at once, or that he will need it all in the long run; but if he has every item of information possible at his finger ends, he is pretty sure to have immediately available those particular items of information which he will require to close the transaction—or, to get back to our metaphor, to win the victory.

Thorough knowledge of the goods helps to self-confidence; and self confidence is essential to the tactful and successful handling of customers.

William Edward Park.

He Knew Tommy.

A lady school teacher was giving a lesson in addition. Striving to make the matter clear to the class, she said:

"Now, Bill, supposing that you had three apples and Tommy would tell you he would give you two more apples. How many apples would you have then?"

"Just three, ma'am," muttered Bill.

"No, you would have three apples yourself and the two which Tommy would give you. Now, how many would that be?"

"Three, ma'am," muttered Bill again. "You don't know Tommy as well as I do. He wouldn't give me any."

Isn't it surprising how many of your friends are broke when you want to make a touch?

The Ventilation of School Rooms Is a State Law Requirement

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

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

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line. Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware

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

Michigan Hardware Company

Exclusively Wholesale

Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

THE MEAT MARKET

Credit in the Retail Meat Market.

Credits as applied to the retail meat dealers are not unlike credits applied to any other branch of business. In my judgment credit is the most important feature and the one that should receive the most careful attention of any branch of the retail business, the lack of which will surely lead to disaster. Credit is acknowledged to be one of the most essential elements of a prosperous business by some of the best and largest retail establishments. To-day most of the large department stores of our cities are advertising for credit accounts; not long since our own city was flooded with literature from a neighboring city soliciting credit accounts of some of our best people.

From the foundation of our government to the present time business has been done on a credit basis; and I presume it will always be so, notwithstanding the fact that some merchants throughout the country are trying to conduct their business on a cash basis. My observation is that there are as many cash stores that fail or go out of business as those stores which have been doing a credit business. The fault, however, lies in the unmistakable belief that goods can be sold for cash without any percentage being added for profit or expense. So many people start in to do a cash business believing that as long as they are getting the cash the end will surely be very satisfactory; but, alas, the contrary is true. In the conduct of a cash business the overhead expense is nearly as great as that of a credit business, which fact should not be lost sight of. The credit business as applied to the retail meat dealer can be made more profitable in that it enables the merchant to more intelligently anticipate his wants, thus giving him the advantage of buying in such quantities as will enable him to secure the greatest amount of discount and also insure him of at least 95 per cent. of his customers' trade. The secret of a successful credit business depends altogether on the judgment a merchant displays in the extension of his credits. When the merchant asks for a loan at the bank he does not hesitate to give the banker all the information necessary as to his ability to take care of the loan when it becomes due. If such a policy is good business for the banker, why not equally good for the retail meat dealer?

The sooner the retail merchant will apply good principles in the conduct of his business, the sooner it will be a pleasure instead of an annoyance

to conduct such a business. The credit feature of your organization as well as other organizations of similar nature, is the source by which the desired information is obtained. The value of such a system of reporting to the individual member is the practical application he makes of the information given him. The proper time to make the application is when the credit is applied for, and not after the account has been opened and payments found to be slow and unsatisfactory. When an application is made for credit, get the party's full name, occupation and address, and then call your secretary for a rating. If the secretary's report shows him to be a person who meets his obligations with reasonable promptness, you assume but little risk in opening the account. If, however, the majority of the reports show him to be slow and unsatisfactory in the payment of his obligations, you can decline the account with a feeling that you have lost nothing by so doing. The "rating" feature of any organization is just as effective as the business men of the city choose to make it, and the responsibility of making it effective rests with the individual member and not with his neighbor.

Prompt reporting of delinquent customers and politely informing them that you know of their unpaid obligations are the elements essential to the effectiveness of such a system. If the retail meat dealers so desire they can bring their business down to a thirty days' payment basis with little or no loss at all and save all annoyance of unpaid bills and the disagreeable task of harassing slow customers into paying their old and long-past-due accounts.

Some may hesitate to adopt such a system through fear of a loss of trade, but the class of customers that would be estranged by that are not the customers from whom the retail meat dealer makes his profit. On the other hand they are the ones through whom he sustains his losses, and the merchant who would take them on his books in the face of such reports would suffer more by reason of having them than his competitors would by the loss of their trade.

There is only one more suggestion we have to offer: if you have not already such a reporting system, adopt one. Look up everyone who applies for credit, as well as every cash customer who might apply. If you will do this your loss from bad accounts will be so small that you will cheerfully pay the little one dollar per

month for the maintenance of your organization.

Hoping that your association will continue to flourish as it has done in the past, and that you will be successful in converting every retail merchant to the belief that in co-operation lies the elements of success.—E. Montgomery in Butchers' Advocate.

Making Brine for Corning Beef.

Use a clean and absolutely clean tierce and half fill it with fresh water. Add salt to make a brine test of 60 degrees. One ounce of saltpeter may be used to ten gallons of brine. We would advise that pure salt, free from all foreign substances be used. Those who like sweet pickle can add three to five pounds of the best granulated sugar to the brine. If the sugar be adulterated with glucose it will thicken the brine and cause the meat to sour; hence be sure that the sugar is absolutely pure. In testing the brine some stick to the old method of floating a potato or an egg, but a salimeter is more accurate. Trim the pieces of meat intended for curing free of all bruised and bloody spots and if the meat has any slime or mold on it wash it or trim it off. A good plan at all times is to soak the meat before pickling, leaving it half an hour in cold fresh water, as that draws the blood from the meat.

Wienerwurst.

There are several food recipes for making wienerwurst. A good one is as follows: Take 18 pounds of veal,

22 pounds of lean pork and 10 pounds of fat pork. Chop fine and mix well, adding 2 pounds of salt, 10 ounces or ground white pepper, 1½ pints water. Stuff and tie into sausages and smoke forty-eight hours. If black pepper is used instead of white, increase the quantity one-third. A small quantity of garlic may be used if desired, but it is not essential.

Big Boom Ahead for Poultry.

That American poultry raisers will soon experience one of the biggest booms ever felt in the trade is the recently expressed opinion of S. T. Campbell, Secretary of the American Poultry Association. In a letter to a Chicago poultry dealer he has expressed himself as of the opinion that under present conditions the contesting armies of Europe will soon have devoured all the fowls and otherwise destroyed the highly developed poultry industry of that continent.

But the supply of wild oats exceeds the demand.

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

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.

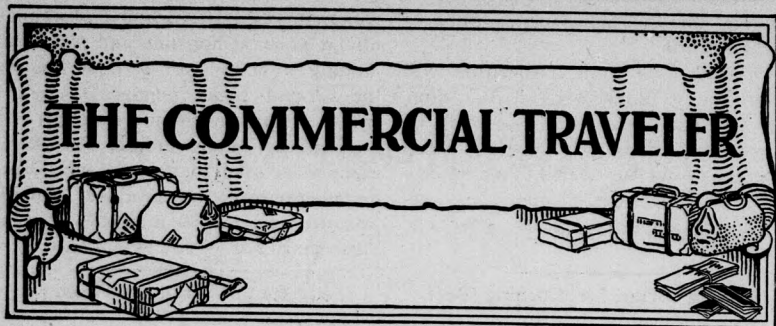
One egg saved in each case will pay for the packing, and, as they can be used several times, by careful handling, the economy is immediately demonstrated. This, in addition to time saved in packing. A number of large egg packers have already adopted their use.

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.



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—W. J. Devereaux, Port Huron.
 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.
 Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

The Salesman Who Knows It All.

It does not follow that because air is life it has any application to salesmanship; but perhaps that is the reason why some salesmen blow so hard.

A noted and witty preacher once said: "The general pulpit style of America is about like this: Here I am, the Rev. Jeremiah Jones, D-o-c-t-o-r of D-i-v-i-n-i-t-y, saved by the grace of God, with a message to deliver. If you will repent and believe what I believe, you will be saved; and if you don't, you will be damned; and I don't care much if you are."

Self-assertiveness is an invaluable quality in salesmanship when properly harnessed, but it can be overworked.

The Know-it-all Salesman claims a large share of the lime-light wherever possible. He seeks to impress every one with whom he comes in contact with an idea of his astonishing zeal, and by a melo-dramatic display of activity.

If a man is going to be efficient and successful, he must think more about his work than about himself. The salesman who wants to get to the top by intelligent devotion to work has no time for self-worship.

Salesmanship is like a great river coursing its way onward through the innumerable channels and branches of the world's activities, the shores of which are strewn with wrecks and failures, who held their own personalities as paramount to their work. If the quality of a salesman's work will pass muster with the head of his house, his personality will shine through it unobscured by any effort on his part.

Salesmen that talk as though they

were well pleased with themselves do not find many in their neighborhood who are well pleased with them. Whenever a salesman gets more self-consciousness than he has sense, he's going to talk foolishness most of the time. Selling-talk and foolishness do not mix well, the one must suffer at the expense of the other.

You associate with salesmanship thought, wisdom, and a reasonable amount of self-restraint, don't you? Now, some salesmen say that they don't have to study, and they don't need the advice of their sales manager. They can paddle their own canoes.

The president of a great house traveling many men appropriated a large sum to be invested in the education of his corps of salesmen through the organization and equipment of a class in scientific salesmanship.

A few weeks after the study had been installed, he went to one of his salesmen and enquired how he was getting along with the work. The reply was: "The author of that course don't know anything about our line. He can't learn me nothing."

And sure enough he could not.

When selling goods, that salesman just opened his mouth and let come out of it what would, and it was generally filled with air. That is all such a mouth can be filled with. There is many an old air-gun salesman shooting around over his territory. You can't bring down big game with an air-gun.

Three things are necessary to enable a salesman to put up a good selling-talk—knowledge, judgment, and enthusiasm. Buyers associate those qualities with every good selling-talk they hear.

No one will ever do anything for you that you can do for yourself. The sales manager in your house has too much to do to go running around posting lazy salesmen that have no disposition to learn anything new.

You show me a salesman that feels he is all-sufficient in his own knowledge, one who doesn't have to keep posted on the latest and best of everything that will aid him in holding and gaining prestige with his trade and his house, and I will show you an Air-gun. I write with safety, for of course there are no Air-guns around your house. I refer to those in the house of your neighbor down in the next block.

The next thing to an Air-gun is an old Powder-gun—one with nothing in it but powder. No trade is ever secured with that. The Powder-gun Salesman shoots at his trade without

any shot. His customers enjoy it as much as he does—none of them ever get bagged. But whenever a salesman puts a shell filled with shot into the magazine of his selling-talk and lays the barrel on solid judgment, and takes careful aim, training the sight on the sale he is bent on securing, and fires, he is sure to hit the bull's-eye.

After his shot tells, he can stop and apologize: "I didn't mean to hit you there. I aimed here." That is a salesman who aims where he hits, and hits where he aims.

The greatest power any house ever had is a game salesman—never afraid of competition. And the greatest drawback is the Shotless Salesman, who aims at nothing in particular, and misses everything. He is in the same category with his fussy friend who is afraid of hurting somebody's feelings if he takes careful aim.

Don't let any one say of you that you talk too much of yourself and your affairs.

A reasonable degree of self-assurance is a good thing; the best of salesmen practice and live self-confidence and self-assertiveness to a certain measure; but the overworking of these qualities is the cause of the failure of many a bright salesman. You are obliged to have something more.

Salesmanship does not consist of what you profess, but it consists of what you are, what you do, and how well you do it. When the doing follows the being, the result swells your sales, increases your chances for ultimate success.

There is no objection to a man professing salesmanship. There is no quarrel with a salesman as long as he lives on a level with what he professes; but when he gets down below that, the sales manager should go for him. When the salesman mixes too much of himself with what he is trying to sell, he is not living on a level with his profession. Self-sufficiency does not secure efficiency.

The real worker must forget self; business is the main thing.

It is hard for the Know-it-all Salesman to realize that nobody is always right.

The man who either will not or can not efface himself enough in performing his duties will find it exceedingly difficult to get along. He can not hope to win the approval of those above him in authority, or to make lasting friends of his customers. He is like a man toiling up an icy glacier without the aid of an alpenstock. The most arduous effort too often means a sudden plunge into the yawning abyss.

Walter D. Moody.

Copyrighted 1907.

Parallel Case.

"Oh, doctor, I have sent for you, certainly; still, I must confess that I have not the slightest faith in modern medical science."

"Well," said the doctor, "that does not matter in the least. You see, a mule has no faith in the veterinary surgeon and yet he cures him all the same."

Eloquent Toast to the Traveler.

The Jewett & Sherman Co., of Milwaukee, sent its traveling representatives a very hearty letter of appreciation week before last, as follows:

"Next week is an ideal time to boost coffee. Talk coffee—sell coffee and drink coffee and wherever you may drink remember that we are drinking, too, drinking a health to the salesman, the real salesman, proud of his calling, loyal to his house, friend of every man, ambitious, patient and hard-working. Endowed by Heaven with a grand good nature and enthusiasm, blessed with tact and a fine sense of discrimination, with a hearty handshake and a glad smile he stands in the very vanguard of commerce; with a heart kind and sympathetic, with an innate sense of courtesy and helpful kindness, beloved of man and beast, forgetful of self and the multitudinous discomforts of his life, he stands midway between the house and the buyer, buffer and arbitrator, fair and loyal to both. Keen judge of human nature, spreader of smiles and good cheer, ambassador of commerce, producer of orders, builder of business—here's to him. May he live long! He's sure to prosper, for prosperity is his stock in trade."

When the Heart Turns Home.

It is about this time of year that the dwellers in the country and in the country towns have it all over those who live (a careless use of the word!) in cities. In the cities it is merely cooler or chillier, but in the country one has assurance of a mighty change in the life of the earth and the passage of the seasons. Open fires now look good and smell good; there is a certain ripeness about the very dust of the road. A light gleaming through an unshaded window does not suggest a hot and odoriferous lamp, but a desirable place to read and rest.

Home itself is twice as dear as one comes toward it in the magic of autumnal twilight instead of the glare of a summer afternoon. It is well worth taking long walks or rides just for the pleasure of getting back and finding out what there is for supper.

The harvests are getting in—not simply an abundance of things to eat, but a visible evidence of the guard that human labor and foresight can throw about the objects of its love, a pledge of man's conquest of the earth.

Summer is gone, and it was very good with all its flowers, but these are the home days and much dearer to our hearts.—Collier's.

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 27—The first U. C. T. dancing party of the season was a pronounced success and the committee in charge is greatly pleased. Nearly all the boys of the local Council, with their wives and sweethearts who can trip the light fantastic, were in evidence on this occasion. Even Art Borden was on hand or, more correctly, on feet and convinced his wife that his past excuses that he couldn't dance were unfounded. E. J. MacMillan, chairman of the dance committee, who never danced before in his life, was seen on the floor with Mrs. MacMillan and with Mrs. Harry Harwood. Mac got away with it all right, too, although everybody supposed he was doing the highland fling. The old fashioned dances were most in evidence, with an occasional new one. It has been announced that those who didn't care to dance could play cards, but Tuller's orchestra furnished such delightful music that none seemed to care for the card games and it was announced later that cards would only be played from 8 until 9 o'clock. There are plenty of season tickets that can still be procured from the committee and those who haven't purchased are invited to procure them.

L. N. Hoover has been called to Bassett, Neb., by the serious illness of his father.

Mr. and Mrs. C. F. Aupperle entertained their cousin, Miss Gehri, several days last week. Miss Gehri was a guest at the U. C. T. dancing party at Herald hall last Saturday evening.

Mr. and Mrs. A. M. Gardner motored down from Middleville Sunday and were guests of George Bruton and wife for a Sunday chicken dinner. Mr. Gardner, who is the proprietor of one of the most up-to-date grocery stores in Western Michigan, is driving a new Krit car. After taking dinner with Mr. and Mrs. Bruton, he took the party out for an automobile ride over the city of Grand Rapids. He was quite proud of the fact that while driving through the city he missed all the stumps with his car.

Glen E. DeNise, popular grocery man of Lowell, who was recently President of the Retail Grocers' Association of Grand Rapids, was a visitor in our city a couple of days last week.

Miss Mildred G. Wells, daughter of John Wells, with the H. M. Reynolds Roofing Co., is spending the winter in California.

The traveling salesman assisted by the head book-keeper, William Strauss, presented Rollin Sehler with a beautiful leather rocker on the occasion of his wedding recently. The traveling men accompanied their gift with the following quotation: "The boys with the grip, whom you know quite well, are sending you this a message to tell, and wishing you both a long life and health, and happiness, love and a good share of wealth." They received the following reply: "We want it now known to the boys with the grips, who are now and forever going on trips, that the chair which is easy and comfortable and new, is accepted with thanks by each of us two."

Two tourists who were traveling through Europe were asked for a letter of recommendation by the keeper of one of the hotels at which they stopped. One wrote the following letter: "This is just the right kind of a hotel for one who wants this kind of a hotel." This letter might apply to many hotels in Michigan at which we are compelled to stop.

The Bagmen will give an old fashioned box social at the U. C. T. assembly rooms next Saturday night at 8 p. m. The ladies are requested to bring boxes with luncheon sufficient for two, which will be auctioned off to the highest bidder. The ways and

means committee have some agreeable surprises for those in attendance at this social event.

The Kings Guards of Absal Guild will have a meeting for formal organization Saturday evening at the U. C. T. lodge rooms.

The ways and means committee of Absal Guild has reported excellent progress. Besides a large class from Muskegon, there will be classes from several other U. C. T. councils in the State to take the initiatory work at the big round up Dec. 12.

Mrs. F. E. Beardsley has been quite sick the past week. We are glad to note she is better at this writing.

Samuel Fox has moved his implement store on Division avenue to the Stewart block, on Burton Heights.

Residents of South Grand Rapids are proud of the new cement road which extends one mile south of Burton avenue on the South Division road.

Wallie Wolgas Wendall is something of a vocalist. While entertaining C. A. Brubaker, Chronic Kicker of Mears, recently, he heard the train whistle. Mr. Brubaker claims there are just four high spots in the half mile from his store to the depot and Wallie hit only three of them, he ran so fast. As he failed to return to the store, the supposition is he caught the train all right.

Pentwater has just finished paving her main streets.

Arbor Rest Hotel, at Pentwater, has been leased by a Mr. Smith, of Muskegon, who proposes to run it as a commercial hotel.

Clyde Mattison, formerly manager for Cobbs & Mitchell's stores, at Springvale, near Petoskey, has signed up with the Mishawaukee Wool Clothing Co., and after Jan. 1 will cover North Dakota for that firm. Clyde's many friends will wish him success in his new position.

A concern putting a sawmill in Northern Michigan received offers of over eighty different second-hand mills. This shows how the forests of Michigan are being cleaned up and the mills going out of business.

We note in the daily papers that drilling for oil has been discontinued by the Cadillac Oil Co. Doubtless John D. Rockefeller will breathe easier now, as another prospective competitor has been removed.

James Mulford has sold his grocery and meat stock at East Jordan to A. E. Bartlett and accepted a position as manager of Cobbs & Mitchell's store at Springvale, succeeding Clyde Mattison, who resigned. Mr. Mulford has already begun signing players for the Springvale baseball club for next season and expects to have another champion team similar to the one he managed in former years at the same place.

The Allegan Board of Trade is negotiating with the Blood Brothers Machine Co., of Kalamazoo, in the hopes of inducing that company to remove to Allegan and establish an automobile factory. Allegan has excellent advantages in having one of the best water powers in the State and excellent shipping facilities. That enterprising city has put in paved streets in all the main thoroughfares and is one of the best business centers in Western Michigan.

Our esteemed contemporary, Jim Goldstein, in a recent issue of the Tradesman, denied that he is a Democrat. From the way he is boosting the candidacy of Governor Ferris for re-election, he certainly is no Republican. Now what in tunket is he? Will E. Sawyer.

Last Respects to the Late John Hoffman.

Kalamazoo, Oct. 27—With the impressive ceremonies of the Knights Templar ritual, the remains of the late John A. Hoffman were laid to rest yesterday afternoon in Mountain Home Cemetery. The Knights Tem-

plar represented by sixty-seven swords under the command of Eminent Commander, W. H. Cowlbeck, were in charge of the funeral services, both at the home and at the grave. Chaplin W. W. Olin presiding.

Reverend Frank Roudenbush, rector of St. Luke's Parish, assisted Chaplin Olin during the services which were probably the most impressive held in this city in recent years. The popularity of the late Mr. Hoffman was attested by the unusually large attendance at the services and the number and beauty of the floral tributes. Among the organizations to send floral tributes were the Supreme Council of the U. C. T.; Michigan Grand Council U. C. T.; U. C. T. local Council; Peninsular Commandry Knights Templar; Kalamazoo Lodge, No. 22, F. and A. M.; Kalamazoo Lodge No. 13, and Kalamazoo Lodge No. 13, R. A. M., and the Michigan Stewards Buyers Association.

The special U. C. T. representatives were John D. Martin, Grand Rapids, John Q. Adams, Battle Creek, E. A. Welsh, Supreme and Grand Councils. A large body of members of the Kalamazoo Council were also represented.

The honorary pallbearers were E. J. Phelps, Charles Clarage, H. B. Colman, Dr. Herman Ostrander, F. H. Bowen and C. H. Boardman. The active pallbearers were E. F. Zanders, W. D. Watkins, Judge A. J. Mills, Reinhold Ihling, Dr. A. I. Noble, and W. L. Brownell. Mrs. and Mrs. Hugh Hoffman, of Chicago, and Edward Beekman, of New York City were the immediate members of the family residing outside of the city who attended. John D. Martin.

Mighty Madcaps From Muskegon.

Muskegon, Oct. 28—H. Anderson, Jay Lyons and Harold Foote were offered positions as head waiters by several Grand Rapids hotels on account of their efficiency at the last meeting.

Our own Jos. Doucette, the butcher at Shelby, is running for Sheriff. Joe ought to know how to cut 'em up.

Robert O'Brien, grocery buyer for Sands & Maxwell, at Pentwater, spent one week visiting his home town, Muskegon. Bob was somewhat surprised to see how the town has grown.

A tailor shop at Benton Harbor has this advertisement in its window: "We clean everything but reputations." According to this, all harborites do not have good reps.

James Shuiling, of Holland, has purchased a lot on the corner of the Grand Haven and Holland road and intends to build an up-to-date store on it. Jim is the only man who has made a success of the grocery business in North Holland and if we all worked the way Jim does we think all of us could be successful.

Tom McBride, of Fremont, has started in the flour and feed business there.

Vote NO on the amendment and you will be happy.

Milton Steindler.

"About the rawest roast on the reubens that I know of," said a clothing traveler, "I ran across in Indiana not long ago, and Indiana is a State where education simply grows on the trees. I won't mention the town, but it has about 1,500 population, and I have one good customer there, which is an indication of intelligence. Well, into this town about a month before I arrived on the scene and heard the sad tale, a man from Chicago appeared with a trunk full of suit patterns for men and went around selling them at \$2 a pattern, a price that caught the reubens in great shape, and the man sold out in a day. He told each

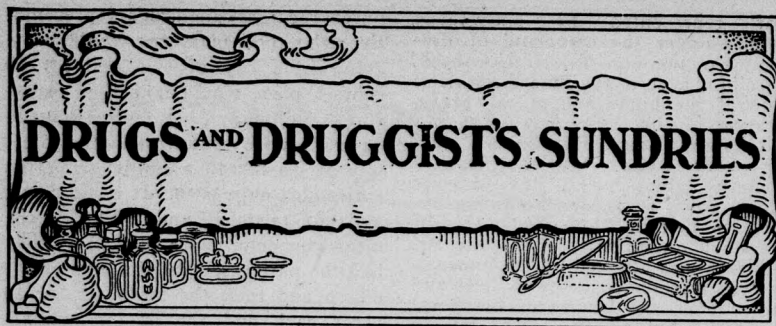
purchaser that the firm's representative who took measures would come along in a day or two and for 50 cents a piece would take their measures and carry the cloth along to be made up by the firm in the latest city styles for \$2 a suit, making the entire cost only \$4.50. It was a cinch, and no mistake, and even if the measuring man never showed up they had the patterns. But the man showed up and took the measures for 50 cents each and the \$2 for making. He also took the cloth away with him to be made up, and that was the last seen of the clothing combination. It looks too easy to be true, doesn't it? But it isn't, and the funny part of these swindles is that the easier they are the less trouble they are to work off."

September 8, 1915, William H. Jennings will celebrate two important anniversaries—his 80th birthday and the completion of fifty years' service as an active, energetic and faithful traveling salesman. "By Gee Cripe," as he is best known to hundreds of merchants, clerks, hotel men and railway employes, has been ill but one month during his long road career. Mr. Jennings owns six houses, comprising nine apartments, besides his own beautiful home, and has other good-paying investments which would enable him to retire after his 80th birthday, if he desired to do so. He has no intention of retiring, however, believing that he will be able to continue his present occupation until after he reaches his one hundredth birthday.

Reports from Battle Creek are to the effect that the narrow minded individual who is temporarily undertaking to manage Post Tavern is making many enemies for that popular hostelry. The hotel is one of the best in the country. The rooms are palatial. The furniture and furnishings are almost regal in quality. The table is excellent. The service is fair. It is unfortunate that the landlord now in charge is not in keeping with his surroundings and is unnecessarily alienating many life-long friends of the founder of Post Tavern by his peculiar methods. He does not size up with the other associates and employees of Mr. Post who are working like trojans to uphold the dignity and integrity of the important trusts committed to their care.

W. J. Fisher, a well-known traveling shoe salesman, died in Harper Hospital (Detroit) last week as the result of a stroke of apoplexy. He had but recently returned from a trip to his old home in England, and his sudden death was a shock to his large circle of friends. Mr. Fisher was a representative of the Putman & Cross Shoe Co. He is survived by two sons, George Fisher, of the Great Northern Rubber Co., and W. T. Fisher. He was about 65 years of age.

C. W. Thompson, of Laurium, in renewing his subscription to the Michigan Tradesman, writes: "Best investment one dollar ever handled."



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. Qulgley, Chairman; Henry Riechel, Theron Forbes.

The Sales Value of Mailing Lists.

It's like drawing dividends to reap the benefits of a well cared for mailing list. Nowadays business comes easier to the man who goes after it. Time was when the merchant kept and sold what his customers wanted—when salesmanship was ill developed and only order takers were behind the counter.

To-day sales efficiency is practiced and developed not only inside the store but out where the customers are. For who can tell whether your customer to-day may not be your competitor's customer to-morrow.

There are few retail druggists who realize the large value of mailing lists properly used. The fact that some of the more progressive of them are reaping the benefits of well directed effort on this line but shows the advantage that may be enjoyed by others.

It all depends on proper compiling and judicious use of the lists afterward. Some products may be advanced to all lists; others and by far the larger number will be pushed to separate classes only.

There are many ways that suggest themselves in the compiling of available, up-to-date lists. Ordinary city directories supplemented by personal acquaintances, classified business and telephone directories, society, (secret, scientific, commercial, church and club) membership offer some easily obtained material.

These lists are never complete and arrangement should be made for alterations, additions and elimination. It is a considerable loss to large commercial houses sending a constant flow of literature to a dead lead. All lists will need constant revision and well repay the trouble necessary.

It costs less to hold and increase the trade of present customers than

getting new business, but remember that the customer of to-day was a lead last week and a prospect yesterday and new names are a valuable asset.

Your errand boy while running (!) errands can bring in names of physicians, dentists, veterinarians and such other lines of professions and trades as prominently display name plates and signs.

What lists shall the retail druggist compile? This depends on the line or class of goods he intends pushing. But as the variety of merchandise carried is innumerable the lists may be as varied. It may be well to push goods which guarantee a large profit; and yet it is equally of value to push less profitable products in order to unload overstock or slowly moving goods. A demand thus created for little used goods—dust collectors on the shelves—may enable larger purchases and thus larger discounts and profits.

In the long run, however, it is easier to push and sell well advertised goods. You can place more Uneeda Biscuits than a similar cracker made by your local baker. You will get less comment by filling your physician's order for ether if you send him Squibb's than any other less known brand.

You may be partial to a well known or little house and its products—have a personal preference, which is sufficient reason. For some reason you have not handled as much of the line as you desired. This is just the line you will succeed in by the use of a mailing list. You will sell such goods with a pleasure.

To enumerate a full list of advisable goods to push would make a column of this paper. Only an outline can be given. A weekly or monthly mailing of an offer or circular on your special brand to your smokers' list will be good work. A ladies' list is invaluable, so are physicians', veterinarians', dentists', nurses', and if so situated, farmers' and poultrymen's as well.

Subscribe to or purchase journals or magazines for these several classes of trade. Study their advertisements to determine what is offered to the individual classes and get in touch with advertisers. They usually have well paid advertising departments which are keyed up to results. Their advertising has selling value. You should get the benefit of their propaganda. It is by far a better proposition to use the material offered by advertisers and obtain their reprints, circulars and booklets to be used

with your imprint than to pay the cost of your own printed matter.

The total cost of the aggressive work here outlined is very small. Your lists will cost little or nothing unless your plans include distant cities or towns. This is inadvisable to beginners. Better "cut your eye teeth" on nearby territory. Alterations to lists cost nothing. Your own circulars may be had at any figure to suit your pocket ideas. It is however, better to use paper of quality and carefully written copy if one expects large results—cheap copy is for cheap trade and as a rule draws this class only. As a rule it is much more advantageous to utilize the selling helps of large manufacturers as this saves you expense and has large possibilities as sales help. Your own advertising matter may be used alternately with that of the manufacturer.

Given a line of goods to push and the printed material as efficient sales help it remains to get information to your customer or prospect.

Don't wait for him to come to you and don't neglect him when he does come. Place your advertising in every package he takes out of the store. Use the material as inserts with all invoices and correspondence. Neither

of these methods has yet cost you a cent.

Lastly utilize your various mailing lists as mailing lists and determine on weekly or monthly reminders under one or two cent postage.

The whole proposition has large possibilities, rightly worked and at a minimum of cost as against a maximum of returns.

Encourage your clerks to read all your advertising so used, especially passages blue penciled by yourself as the strongest selling point to be used in connection with inside promotion of the article in question.

A little experience will develop much on the above outline and prove the value of well worked mailing lists.

Frank B. Kirby.

A Better Town.

"Not much of a town."

"One-horse, eh?"

"Well, a trifle faster than that. Suppose we say one-cylinder."

To the Retail Druggist

I will sell you any quantity of Peppermint Oil you wish at a low price. Write me stating amount wanted. Oil guaranteed pure.

H. D. HARVEY,
 Grower and Distiller of Peppermint Oil,
 Bangor, Mich.

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.

THE ALBERT DICKINSON CO.—CHICAGO
WHOLESALE SEED MERCHANTS

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

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true	.30 00@9 50	Ipecac		@ 75
Acetic	6 @ 8	Mustard, artifl	4 00@4 25	Iron, clo.		@ 50
Boric	10 @ 15	Nestfoot	80@ 85	Kino		@ 80
Carbolic	46 @ 50	Olive, pure	2 50@3 50	Myrrh		@ 1 05
Citric	1 00@1 10	Olive, Malaga,		Nux Vomica		@ 70
Muriatic	1 3/4 @ 5	yellow	@ 2 00	Opium		@ 2 75
Nitric	6 1/2 @ 10	Olive, Malaga,		Opium, Capmh.		@ 90
Oxalic	20 @ 25	green	@ 2 00	Opium, Deodor'd		@ 2 75
Sulphuric	1 3/4 @ 5	Orange sweet	3 50@3 75	Rhubarb		@ 70
Tartaric	75 @ 80	Organum, pure	@ 2 50			
Ammonia		Organum, com'l	@ 75	Paints		
Water, 26 deg.	6 1/2 @ 10	Pennyroyal	@ 2 75	Lead, red dry	7 @ 8	
Water, 18 deg.	4 1/2 @ 8	Peppermint	2 75@3 00	Lead, white dry	7 @ 8	
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50@15 00	Ochre, white oil	7 @ 8	
Carbonate	13 @ 16	Rosemary Flowers	@ 1 35	Ochre, yellow bbl.	2 @ 1 1/4	
Chloride	15 @ 30	Sandalwood, E.		Putty		@ 5
Balsams		I.	@ 7 00	Red Venet'n bbl.	2 1/2 @ 5	
Copaiba	75@1 00	Sassafras, true	@ 1 10	Red Venet'n less	2 @ 5	
Fir (Canada)	1 75@2 00	Sassafras, artifl	@ 60	Vermillion, Eng.	90@1 00	
Fir (Oregon)	40 @ 50	Spearmint	3 25@3 50	Vermillion, Amer	15 @ 20	
Peru	2 75@3 00	Sperm	90@1 40	Whiting, bbl.	1 1-10@1 1/2	
Tolu	1 00@1 25	Tansy	5 00@5 50	Whiting		2 @
Berries		Tar, USP	30 @ 40	L. H. P. Prep'd	1 25@1 35	
Cubeb	85 @ 90	Turpentine, bgl.	@ 54 1/2			
Fish	15 @ 20	Turpentine, less	60 @ 65	Insecticides		
Juniper	15 @ 20	Wintergreen, true	@ 5 00	Arsenic		12 @ 15
Prickley Ash	@ 50	Wintergreen, sweet	@ 2 50	Blue Vitrol, bbl.		@ 5 1/4
Barks		Wintergreen, art'l	@ 1 25	Blue Vitrol less	7 @ 10	
Cassia (ordinary)	25 @ 30	Wormseed	3 50@4 00	Bordeaux Mix Pst	8 @ 15	
Cassia (Saigon)	65 @ 75	Wormwood	5 00@5 50	Hellebore, White		
Elm (powd. 30c)	25 @ 30	Potassium		powdered	20 @ 25	
Sassafras (pow. 30c)	@ 25	Bicarbonate	30 @ 35	Insect Powder	20 @ 35	
Soap Cut (powd. 30c)	25 @ 30	Bichromate	20 @ 25	Lead Arsenate	8 @ 16	
Extracts		Bromide	@ 94	Lime and Sulphur		
Licorice	27 @ 30	Carbonate	40 @ 45	Solution, gal.	15 @ 25	
Licorice powdered	30 @ 35	Chlorate, xtal and		Paris Green	15 1/4 @ 20	
Flowers		powdered	35 @ 40	Miscellaneous		
Arnica	30 @ 40	Chlorate, granular	@ 45	Acetanalid		40 @ 45
Chamomile (Ger.)	55 @ 60	Cyanide	40 @ 50	Alum		5 @ 8
Chamomile (Rom)	55 @ 60	Iodide	@ 3 77	Alum, powdered and		
Gums		Permanganate	55 @ 60	ground	7 @ 10	
Arnica	25 @ 30	Prussiate, yellow	@ 50	Bismuth, Subni-		
Acacia, 2nd	45 @ 50	Prussiate, red	@ 1 50	trate	2 97 @ 3 00	
Acacia, 3d	40 @ 45	Sulphate	15 @ 20	Borax xtal or		
Acacia, Sorts	@ 30	Roots		powdered	6 @ 12	
Acacia, powdered	55 @ 60	Alkanet	20 @ 25	Cantharades po	4 00 @ 8 00	
Aloes (Barb. Pow)	22 @ 25	Blood, powdered	20 @ 25	Calomel	1 20 @ 1 25	
Aloes (Cape Pow)	20 @ 25	Calamus	50 @ 60	Capsicum	30 @ 35	
Aloes (Soc. Pow.)	40 @ 50	Elecampane, pvd.	15 @ 20	Carmin	@ 4 50	
Asafoetida	75 @ 1 00	Gentian, powd.	20 @ 30	Cassia Buds		@ 40
Asafoetida, Powd.		Ginger, African,		Chives	30 @ 35	
Pure	@ 1 00	powdered	15 @ 20	Chalk Prepared	6 @ 8 1/4	
U. S. P. Powd.	@ 1 25	Ginger, Jamaica	22 @ 25	Chalk Precipitated	7 @ 10	
Camphor	80 @ 90	Ginger, Jamaica,		Chloroform	37 @ 43	
Gualac	50 @ 55	powdered	22 @ 28	Chloral Hydrate	1 00 @ 1 20	
Gualac, powdered	55 @ 60	Goldenseal pow.	6 50 @ 7 00	Cocaine	6 00 @ 6 25	
Kino	70 @ 75	Ipecac, powd.	@ 3 50	Cocoa Butter	55 @ 60	
Kino, powdered	75 @ 80	Licorice	18 @ 20	Corks, list, less 70%	@ 90	
Myrrh	@ 40	Licorice, powd.	12 @ 15	Copperas, bbls.	@ 5	
Myrrh, powdered	@ 50	Orris, powdered	@ 40	Copperas, less	2 @ 5	
Opium	10 50 @ 11 00	Poke, powdered	20 @ 25	Copperas, powd.	4 @ 6	
Opium, powd.	13 00 @ 13 25	Rhubarb	75 @ 1 00	Corrosive Sublim.	1 15 @ 1 25	
Opium, gran.	14 00 @ 14 25	Rhubarb, powd.	75 @ 1 25	Cream Tartar	@ 60	
Shellac	28 @ 35	Rosinweed, powd.	25 @ 30	Cuttlebone		@ 45
Shellac, Bleached	30 @ 35	Sarsaparilla, Hond.		Dextrine	7 @ 10	
Tragacanth		ground	@ 65	Dover's Powder	@ 2 50	
No. 1	2 25 @ 2 50	Sarsaparilla Mexican,		Emery, all Nos.	6 @ 10	
Tragacanth pow	1 25 @ 1 50	ground	30 @ 35	Emery, powdered	5 @ 8	
Turpentine	10 @ 15	Squills	20 @ 35	Epsom Salts, bbls	@ 2 1/2	
Leaves		Squills, powdered	40 @ 60	Epsom Salts, less	3 @ 7	
Buchu	2 25 @ 2 50	Tumeric, powd.	12 @ 15	Ergot	2 00 @ 2 25	
Buchu, powd.	2 50 @ 2 75	Valerian, powd.	25 @ 30	Ergot, powdered	2 75 @ 3 00	
Sage, bulk	25 @ 30	Seeds		Flake White	12 @ 15	
Sage, 1/2s loose	30 @ 35	Anise	20 @ 25	Formaldehyde lb.	10 @ 15	
Sage, powdered	30 @ 35	Anise, powdered	@ 25	Gambier	10 @ 15	
Senna, Alex	50 @ 60	Bird, Is	@ 12	Gelatin	50 @ 60	
Senna, Tinn.	35 @ 40	Canary	12 @ 15	Glassware, full cases	30 %	
Senna Tinn powd	25 @ 30	Caraway	15 @ 20	Glassware, less 70 & 10%	@ 10 %	
Uva Ursi	18 @ 20	Cardamon	2 25 @ 2 50	Glauber Salts bbl.	@ 1 1/4	
Oils		Celery	@ 40	Glauber Salts less	2 @ 5	
Almonds, Bitter,		Coriander	@ 25	Glue, brown	11 @ 15	
true	6 50 @ 7 00	Dill	20 @ 25	Glue, brown grd.	10 @ 15	
Almonds, Bitter,		Fennel	@ 30	Glue, white	15 @ 25	
artificial	1 75 @ 2 00	Flax	4 @ 8	Glue, white grd.	23 @ 40	
Almonds, Sweet,		Flax, ground	4 1/2 @ 8	Glycerine		@ 20
true	1 25 @ 1 50	Foenugreek, pow.	10 @ 15	Hops	50 @ 80	
Almonds, Sweet,		Hemp	@ 10	Indigo	1 50 @ 1 75	
imitation	50 @ 60	Lobelia	@ 50	Iodine	4 55 @ 4 80	
Amber, crude	25 @ 30	Mustard, yellow	16 @ 20	Iodoform	5 20 @ 5 80	
Amber, rectified	40 @ 50	Mustard, black	16 @ 20	Lead Acetate	15 @ 20	
Anise	2 75 @ 3 00	Mustard, powd.	20 @ 25	Lycopodium	1 00 @ 1 25	
Bergamont	6 50 @ 7 00	Poppy	15 @ 20	Mace	90 @ 1 00	
Cajeput	1 25 @ 1 40	Quince	@ 1 50	Mace, powdered	1 00 @ 1 10	
Cassia	@ 2 00	Sabadilla	@ 15	Menthol	3 75 @ 4 00	
Castor, bbls. and		Sabadilla, powd.	@ 40	Mercury	@ 1 25	
cans	12 1/2 @ 15	Sunflower	8 @ 12	Morphine all brd	5 90 @ 6 15	
Cedar Leaf	90 @ 1 00	Worm American	15 @ 20	Nux Vomica	@ 15	
Citronella	1 00 @ 1 10	Worm Levant	@ 1 00	Nux Vomica pow	@ 20	
Cloves	1 75 @ 2 00	Tinctures		Pepper, black pow	@ 30	
Cocunut	20 @ 25	Aconite	@ 75	Pepper, white	@ 35	
Cod Liver	1 25 @ 1 50	Aloes	@ 65	Pitch, Burgundy	@ 15	
Cotton Seed	80 @ 1 00	Arnica	@ 75	Quassia	10 @ 15	
Croton	2 00 @ 2 25	Asafoetida	@ 1 35	Quinine, all brds	35 @ 45	
Cupbebs	4 25 @ 4 50	Belladonna	@ 1 65	Rochelle Salts	33 @ 38	
Elgeron	@ 2 50	Benzoin	@ 1 00	Saccharine	5 60 @ 6 00	
Eucalyptus	@ 85	Benzoin Compo'd	@ 1 00	Salt Peter	12 1/2 @ 18	
Hemlock, pure	@ 1 00	Buchu	@ 1 50	Selditz Mixture	25 @ 30	
Juniper Berries	2 00 @ 2 25	Cantharades	@ 1 80	Soap, green	15 @ 20	
Juniper Wood	40 @ 50	Capsicum	@ 90	Soap, mott castile	@ 18	
Lard, extra	85 @ 1 00	Capucum	@ 1 50	Soap, white castile	@ 8 00	
Lard, No. 1	75 @ 90	Cardamon	@ 1 50	Case		
Laven'r Flowers	@ 6 00	Cardamon, Comp.	@ 1 00	less, per bar	@ 90	
Lavender, Gar'n	1 25 @ 1 40	Catechu	@ 60	Soda, Ash	1 1/2 @ 5	
Lemon	2 75 @ 3 00	Cinchona	@ 1 05	Soda Bicarbonate	1 1/2 @ 5	
Linseed, boiled, bbl	@ 48	Colchicum	@ 75	Soda, Sal	1 @ 4	
Linseed, bdl. less	55 @ 60	Cubeb	@ 1 20	Spirits Camphor	@ 75	
Linseed, raw, bbls	@ 47	Digitalis	@ 80	Sulphur roll	2 1/2 @ 5	
Linseed, raw, less	54 @ 60	Gentian	@ 75	Sulphur Subl.	3 @ 5	
Potassium		Ginger	@ 95	Tamarinds	10 @ 15	
Bicarbonate	30 @ 35	Gualac	@ 1 05	Tartar Emetic	@ 60	
Bichromate	20 @ 25	Gualac Ammon.	@ 80	Tartar Emetic	@ 50	
Bromide	@ 94	Iodine	@ 2 00	Turpentine Venice	40 @ 50	
Carbonate	40 @ 45	Iodine, Colorless	@ 2 00	Vanilla Ex. pure	1 00 @ 1 50	
Chlorate, xtal and		Zinc Sulphate	7 @ 10	Witch Hazel	65 @ 1 00	
powdered	35 @ 40					
Chlorate, granular	@ 45					
Cyanide	40 @ 50					
Iodide	@ 3 77					
Permanganate	55 @ 60					
Prussiate, yellow	@ 50					
Prussiate, red	@ 1 50					
Sulphate	15 @ 20					

GROCERY PRICE CURRENT

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

ADVANCED

Some Flour

DECLINED

Pickles in Wood

Index to Markets

By Columns

Col.	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Ammonia	1																								
Axle Grease	1																								
Baked Beans	1																								
Bath Brick	1																								
Bluing	1																								
Breakfast Food	1																								
Brooms	1																								
Brushes	1																								
Butter Color	1																								
Candles	1																								
Canned Goods	1-2																								
Carbon Oils	2																								
Catsup	2																								
Cheese	2																								
Chewing Gum	2																								
Chicory	2																								
Chocolate	2																								
Clothes Lines	2																								
Cocoa	2																								
Cocoanut	2																								
Coffee	2																								
Confections	2																								
Cracked Wheat	5																								
Crackers	5																								
Cream Tartar	6																								
Dried Fruits	6																								
Farinaceous Goods	6																								
Fishing Tackle	6																								
Flavoring Extracts	6																								
Flour and Feed	7																								
Fruit Jars	7																								
Gelatine	7																								
Grain Bags	7																								
Herbs	7																								
Hides and Pelts	8																								
Horse Radish	8																								
Jelly	8																								
Jelly Glasses	8																								
Macaroni	8																								
Mapleline	8																								
Meats, Canned	8																								
Mince Meat	8																								
Molasses	8																								
Mustard	8																								
Nuts	4																								
Olives	8																								
Pickles	8																								
Pipes	8																								
Playing Cards	8																								
Potash	8																								
Provisions	8																								
Rice	9																								
Roiled Oats	9																								
Salad Dressing	9																								
Saleratus	9																								
Sal Soda	9																								
Salt	9																								
Salt Fish	9																								
Seeds	10																								
Shoe Blacking	10																								
Snuff	10																								
Soap	17																								
Soda	10																								
Spices	10																								
Starch	10																								
Syrups	10																								
Table Sauces	10																								
Tea	10																								
Tobacco	11, 12, 13																								
Twine	13																								
Vinegar	13																								
Wicking	13																								
Woodenware	13																								
Wrapping Paper	14																								
Yeast Cake	14																								

1	2
AMMONIA	Clams
12 oz. ovals 2 doz. box 75	Little Neck, 1lb. .. @1 00
AXLE GREASE	Little Neck, 2lb. .. @1 50
Frazer's	Clam Bouillon
1lb. wood boxes, 4 doz. 3 00	Burnham's 1/2 pt. 2 25
1lb. tin boxes, 3 doz. 2 35	Burnham's pts. 3 75
3 1/2 lb. tin boxes, 2 doz. 4 25	Burnham's qts. 7 50
10lb. pails, per doz. .. 6 00	Corn
15lb. pails, per doz. .. 7 20	Fair 65 @ 70
25lb. pails, per doz. .. 12 00	Good 90 @ 1 00
BAKED BEANS	Fancy @1 30
No. 1, per doz. 45 @ 90	French Peas
No. 2, per doz. 75 @ 1 40	Monbador (Natural)
No. 3, per doz. 85 @ 1 75	per doz. 1 75
BATH BRICK	Gooseberries
English 95	No. 2, Fair 1 50
BLUING	No. 2, Fancy 2 35
Jennings'	Hominy
Condensed Pearl Bluing	Standard 85
Small C P Bluing, doz. 45	Lobster
Large C P Bluing, doz. 75	1/4 lb. 1 85
Folger's	1/2 lb. 3 15
Summer Sky, 3 do. cs. 1 20	Mackerel
Summer Sky, 10 dz bbl 4 00	Mustard, 1lb. 1 80
BREAKFAST FOODS	Mustard, 2lb. 2 80
Apetido, Biscuits 3 00	Soused, 1 1/2 lb. 1 60
Bear Food, Pettijohns 2 13	Soused, 2lb. 2 75
Cracked Wheat, 24-2 2 50	Tomato, 1lb. 1 50
Cream of Wheat, 36-2 4 50	Tomato, 2 1/2 2 80
Cream of Rye, 24-2 .. 3 00	Mushrooms
Quaker Puffed Rice .. 4 25	Buttons, 1/2s @ 15
Quaker Puffed Wheat 2 85	Buttons, 1s @ 30
Quaker Brkfst Biscuit 1 90	Buttons, 1s @ 25
Quaker Corn Flakes 1 75	Oysters
Victor Corn Flakes .. 2 20	Cove, 1lb. @ 85
Washington Crisps .. 1 85	Cove, 2lb. @1 60
Wheat Hearts 1 90	Plums
Wheatena 4 50	Plums 90 @ 1 35
Evaporated Sugar Corn	Pears in Syrup
Flanose, 24-2 2 70	No. 3 cans, per doz. 1 50
Grape Nuts 2 70	Peas
Grape Sugar Flakes .. 2 50	Marowfat 90 @ 1 00
Sugar Corn Flakes .. 2 50	Early June 1 10 @ 1 25
Hardy Wheat Food .. 2 25	Early June siftd 1 45 @ 1 55
Holland Rusk 2 90	Pie
Krinkle Corn Flakes 2 00	Pie 1 00 @ 1 25
Mapl-Corn Flakes .. 2 80	No. 10 size can pie @ 3 25
Minn. Wheat Cereal 3 75	Pineapple
Ralston Wheat Food 4 50	Grated 1 75 @ 2 10
Ralston Wht Food 10c 1 45	Sliced 95 @ 2 60
Saxon Wheat Food .. 2 60	Pumpkin
Shred Wheat Biscuit 3 60	Fair 90
Triscuit, 18 1 80	Good 30
Pillsbury's Best Cerl 4 25	Fancy 1 00
Post Toasties, T-2 .. 2 40	Gallon 2 40
Post Toasties, T-3 .. 2 60	Raspberries
Post Tavern Porridge 2 80	Standard @
BROOMS	Salmon
Fancy Parlor, 25 lb. 4 25	Warrens, 1 lb. Tall .. 2 30
Parlor, 5 String, 25 lb. 4 00	Warrens, 1 lb. Flat .. 2 40
Standard Parlor, 23 lb. 3 50	Red Alaska 1 70 @ 1 75
Common, 23 lb. 3 25	Med Red Alaska 1 40 @ 1 45
Special, 23 lb. 2 75	Pink Alaska @1 15
Warehouse, 33 lb. 4 25	Sardines
Common Whisk 1 00	Domestic, 1/2s 3 75
Fancy Whisk 1 25	Domestic, 3/4 Mustard 3 75
BRUSHES	Domestic, 1/2s 3 25
Scrub	French, 1/2s 7 @ 14
Solid Back, 8 in. 75	French, 1/2s 13 @ 23
Solid Back, 11 in. 95	Sauer Kraut
Pointed Ends 85	No. 3, cans 90
Stove	No. 10, cans 2 40
No. 3 90	Shrimps
No. 2 1 25	Dunbar, 1st doz. 1 45
No. 1 1 75	Dunbar, 1 1/2s doz. 2 50
Shoe	Succotash
No. 3 1 00	Fair 90
No. 7 1 30	Good 1 20
No. 4 1 70	Fancy 1 25 @ 1 40
No. 3 1 90	Strawberries
BUTTER COLOR	Standard 95
Dandelion, 25c size .. 2 00	Fancy 2 25
CANDLES	Tomatoes
Paraffine, 6s 7	Good 1 05
Paraffine, 12s 7 1/2	Fancy 1 35
Wicking 20	No. 10 3 10
CANNED GOODS	CARBON OILS
Apples	Barrels
3 lb. Standards .. @ 90	Perfection 10

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 00 Social Tea Biscuit 1 00 Uneda Biscuit 1 00 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 Caddles 50 DRIED FRUITS Apples Evaporated Choice blk 10% 10% Evaporated Fancy pkg. Apricots California 15@17 Corsican 18 Currants Imported 1 lb. pkg. 9 1/2 Imported, bulk 9 1/2 Peaches Muirs—Choice, 25lb. 7 1/2 Muirs—Fancy, 25lb. 8 1/2 Fancy, Peeled, 25lb. 1 15 Peel Lemon, American 14 Orange, American 14 Raisins Cluster, 20 cartons 2 25 Loose Muscatels, 4 Cr. 7 1/2 Loose Muscatels, 3 Cr. 7 1/2 L. M. Seeded, 1 lb. 8@8 1/2 California Prunes 90-100 25lb. boxes 7 1/2 80-90 25lb. boxes 8 1/2 70-80 25lb. boxes 9 1/2 60-70 25lb. boxes 10 50-60 25lb. boxes 11 40-50 25lb. boxes 12 FARINACEOUS GOODS Beans California Limas 7 1/2 Med. Hand Picked 2 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 Hominy 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 Peas Green, Wisconsin, bu. 2 15 Green, Scotch, bu. 2 15 Split, lb. 5 1/2 Sage East India 5 German, sacks 5 German, broken pkg. Tapioca Flake, 100 lb. sacks 5 Pearl, 100 lb. sacks 5 Pearl, 36 pkgs. 2 25 Minute, 36 pkgs. 2 75 FISHING TACKLE 1/4 to 1 in. 6 1/4 to 2 in. 7 1/4 to 2 in. 9 1/4 to 2 in. 11 2 in. 15 3 in. 20 Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20 Linen Lines Small 20 Medium 26 Large 34	Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 80 FLAVORING EXTRACTS Jennings D C Brand Extract Lemon Terpeneless Extract Vanilla Mexican both at the same price No. 1, F box 1/2 oz. 85 No. 2, F box, 1 1/4 oz. 1 20 No. 4, F box, 2 1/4 oz. 2 00 No. 3, 2 1/4 oz. Taper 2 00 No. 2, 1 1/2 oz. flat 1 75 FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 5 50 Sunburst 6 00 Wizard Flour 5 20 Wizard Graham 5 20 Matchless 5 30 Wizard, Gran. Meal 4 80 Wizard Buckwht cwt 3 40 Rye 4 80 Valley City Milling Co. Lily White 5 75 Light Loaf 5 25 Graham 2 25 Granena Health 2 45 Gran. Meal 2 05 Bolted Med. 1 95 Voigt Milling Co. Voigt's Crescent 5 75 Voigt's Royal 6 15 Voigt's Flourloigt 5 75 Voigt's Hygienic Graham 4 60 Watson-Higgins Milling Co. Perfection Buckwheat Flour 6 00 Perfection Flour 5 60 Tip Top Flour 5 20 Golden Sheaf Flour 4 80 Marshall's Best Flour 6 20 Worden Grocer Co. Quaker, paper 5 20 Quaker, cloth 5 30 Kansas Hard Wheat Voigt Milling Co. Calla Lily 5 75 Worden Grocer Co. American Eagle, 1/2 s 6 20 American Eagle, 1/4 s 6 10 American Eagle, 1/2 s 6 00 Spring wheat Roy Baker. Mazetta 5 95 Golden Horn, bakers 5 85 Wisconsin Rye 5 35 Bohemian Rye 5 60 Juuson Grocer Co. Ceresota, 1/2 s 6 60 Ceresota, 1/4 s 6 70 Ceresota, 1/2 s 6 80 Voigt Milling Co. Columbian 6 35 Worden Grocer Co. Wingold, 1/2 s cloth 6 90 Wingold, 1/4 s cloth 6 80 Wingold, 1/2 s cloth 6 70 Wingold, 1/4 s paper 6 75 Wingold, 1/2 s paper 6 70 Bolted 4 40 Golden Granulated 4 80 Wheat New Red 1 00 New White 1 00 Oats Michigan carlots 51 Less than carlots 53 Corn Carlots 83 Less than carlots 85 Hay Carlots 14 00 Less than carlots 16 00 Feed Street Car Feed 33 No. 1 Corn & Oat Feed 33 Cracked Corn 33 Coarse Corn Meal 33 FRUIT JARS Mason, pts., per gro. 4 25 Mason, qts., per gro. 4 55 Mason, 1/2 gal. per gro. 6 90 Mason, can tops, gro. 1 30 GELATINE Cox's, 1 doz. large 1 45 Cox's, 1 doz. small 90 Knox's Sparkling, doz. 1 25 Knox's Sparkling, gr. 14 00 Knox's Acid'd doz. 1 25 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 25 Plymouth Rock, Plain 90 GRAIN BAGS Broad Gauge 18 Amoskeag 19 Herbs Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HIDES AND PELTS Hides Green, No. 1 12 Green, No. 2 11 Cured, No. 1 13 1/2 Cured, No. 2 12 1/2	Calfskin, green, No. 1 15 Calfskin, green, No. 2 13 1/2 Calfskin, cured, No. 1 16 Calfskin, cured, No. 2 14 1/2 Pelts Old Wool 60@1 25 Lambs 25@50 Shearlings 10@40 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. @20 Unwashed, fine @15 HORSE RADISH Per doz. 90 Jelly 5lb. pails, per doz. 2 40 15lb. pails, per pail 65 30lb. pails, per pail 1 25 JELLY GLASSES 1/2 pt. in bbls., per doz. 15 1 pt. in bbls., per doz. 16 8 oz. capped in bbls. 18 MAPLEINE 2 oz. bottles, per doz. 3 00 1 oz. bottles, per doz. 1 75 MINCE MEAT Per case 2 85 MOLASSES New Orleans Fancy Open Kettle 42 Choice 35 Good 32 Fair 20 Half barrels 2c extra Red Hen, No. 2 1/2 1 75 Red Hen, No. 5 1 75 Red Hen, No. 10 1 65 MUSTARD 1/2 lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 00@1 10 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Stuffed, 5 oz. 1 25 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 Manzanilla, 8 oz. 2 25 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 4 25 Queen, Mammoth, 28 oz. 5 75 Olive Chow, 2 doz. cs. 2 25 PICKLES Medium Barrels, 1,200 count 7 25 Half bbls., 600 count 4 13 5 gallon kegs 1 80 Small Barrels 9 50 Half barrels 5 25 5 gallon kegs 2 25 Gherkins Barrels 13 00 Half barrels 6 25 5 gallon kegs 2 50 Sweet Small Barrels 16 00 Half barrels 8 50 5 gallon kegs 3 20 PIPES Clay, No. 216, per box 1 75 Clay, T. D. full count 60 Cob 90 PLAYING CARDS No. 90, Steamboat 75 No. 15, Rival assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98, Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632, Tour'n't whist 2 25 POTASH Babbitt's, 2 doz. 1 75 PROVISIONS Barreled Pork Clear Back 24 00@25 00 Short Cut Cl'r 23 00@24 00 Bean 20 50@21 00 Brisket, Clear 28 00@29 00 Pig Clear Family 26 00 Dry Salt Meats S P Bellies 14 1/2@15 Lard Pure in tierces 11 1/2@12 Compound Lard 9 9@9 1/2 80 lb. tubs advance 1/2 60 lb. tubs advance 1/2 50 lb. tubs advance 1/2 20 lb. pails advance 1/2 10 lb. pails advance 1/2 5 lb. pails advance 1 8 lb. pails advance 1 Smoked Meats Hams, 12 lb. av. 20 @21 Hams, 14 lb. av. 19 @19 1/2 Hams, 16 lb. av. 18 @18 1/2 Hams, 18 lb. av. Ham, dried beef 29 @30 sets California Hams 13 1/2@14 Picnic Baked Hams 19 1/2@20 Boiled Hams 28 @28 1/2 Minced Ham 14 @14 1/2 Bacon 19 @23	Sausages Bologna 12 @13 1/2 Liver 9 1/2@10 Frankfort 13 @13 1/2 Pork 13 @14 Veal 11 Tongue 11 Headcheese 10 Beef Boneless 20 00@20 50 Rump, new 24 50@25 00 Pig's Feet 1/2 bbls. 1 05 3/4 bbls., 40 lbs. 2 10 1/2 bbls. 4 25 1 bbl. 8 50 Tripe Kits, 15 lbs. 90 1/2 bbls., 40 lbs. 1 60 3/4 bbls., 80 lbs. 3 00 Casings Hogs, per 1/4 35 Beef, rounds, set 24@25 Beef, middles, set 80@85 Sheep, per bundle 85 Uncolored Butterline Solid Dairy 12 1/2@16 1/2 Country Rolls 13 @19 1/2 Canned Meats Corned beef, 2 lb. 4 80 Corned beef, 1 lb. 2 70 Roast beef, 2 lb. 4 80 Roast beef, 1 lb. 2 70 Potted Meat, Ham Flavor, 1/4 s 55 Potted Meat, Ham Flavor, 1/4 s 95 Deviled Meat, Ham Flavor, 1/4 s 55 Deviled Meat, Ham Flavor, 1/4 s 95 Potted Tongue, 1/4 s 55 Potted Tongue, 1/4 s 95 Fancy 7 @7 1/2 Japan Style 5 @5 1/2 Broken 3 @4 1/2 ROLLED OATS Rolled Avenna, bbls. 6 00 Steel Cut, 100 lb. sks 3 10 Monarch, bbls. 5 75 Monarch, 90 lb. sks. 2 75 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 50 SALAD DRESSING Columbia, 1/2 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Wyandotte, 100 1/4 s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 25 SALT Common Grades 100 3 lb. sacks 2 60 70 4 lb. sacks 2 40 60 5 lb. sacks 2 40 28 10 lb. sacks 2 25 56 lb. sacks 40 28 lb. sacks 20 Warsaw 56 lb. sacks 26 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 26 Common Granulated, Fine 1 00 Medium, Fine 1 05 SALT FISH Cod Large, whole @8 Small, whole @7 1/2 Strips or bricks 9@13 Pollock @5 1/2 Smoked Salmon Strips 9 Hailbut Strips 18 Chunks 19 Holland Herring Y. M. wh. hoop bbls. Y. M. wh. hoop bbls. Y. M. wh. hoop 1/2 bbls. Y. M. wh. hoop kegs Standard, bbls. 11 75 Standard, 1/2 bbls. 6 13 Standard, kegs 80 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 2 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 50 Mess, 10 lbs. 1 70 Mess, 8 lbs. 1 45 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 10 No. 1, 10 lbs. 1 60 Lake Herring 100 lbs. 4 25 40 lbs. 2 10 10 lbs. 62 8 lbs. 64	SEEDS Anise 20 Canary, Smyrna 11 Caraway 20 Cardomom, Malabar 1 20 Celery 60 Hemp, Russian 5 Mixed Bird 9 Mustard, white 12 Poppy 16 Rape 10 SHOE BLACKING Handy Box, large 3 dz. \$ 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rattle in jars 43 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica .9@10 Allspice, lg Garden @11 Cloves, Zanzibar @22 Cassia, Canton 14@15 Cassia, 5c pkg. dz. @25 Ginger, African @9 1/2 Ginger, Cochlin @14 1/2 Mace, Penang @70 Mixed, No. 1 @17 Mixed, No. 2 @16 Mixed, 5c pkgs. dz. @45 Nutmegs, 70180 @30 Nutmegs, 105-110 @25 Pepper, Black @25 Pepper, White @25 Pepper, Cayenne @22 Paprika, Hungarian Pure Ground in Bulk Allspice, Jamaica @15 Cloves, Zanzibar @23 Cassia, Canton @22 Ginger, African @18 Mace, Penang @75 Nutmegs @35 Pepper, Black @18 Pepper, White @32 Pepper, Cayenne @24 Paprika, Hungarian @45 Corn Kingsford, 40 bs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Kingsford Silver Gloss, 40 1lb. 7 1/2 Muzzy, 40 1lb. pkgs. 5 Gloss Argo, 24 5c pkgs. 90 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 1lb. packages 5 16 3lb. packages 4 1/2 12 6lb. packages 4 50lb. boxes 3 1/2 SYRUPS Corn Barrels 32 Half barrels 34 Blue Karo, No. 1 1/2 3 45 4 doz. 1 95 Blue Karo, No. 2 2 dz. 1 95 Blue Karo, No. 2 1/2 2 30 Blue Karo, No. 5, 1 dz. 2 25 Blue Karo, No. 10, 1/2 doz. 2 15 Red Karo, No. 1 1/2 4 00 doz. 4 00 Red Karo, No. 2, 2 dz. 2 30 Red Karo, No. 2 1/2 2 dz 2 70 Red Karo, No. 5, 1 dz. 2 65 Red Karo, No. 10, 1/2 doz. 2 55 Pure Cane Fair 16 Good 20 Choice 25 Folger's Grape Punch Quarts, doz. case 6 00 TABLE SAUCES Halford, large 3 75 Halford, small 2 25 TEA Uncolored Japan Medium 20@25 Choice 28@33 Fancy 36@45 Basket-fired Med'm 28@30 Basket-fired, Choice 35@37 Basket-fired, Fancy 38@45 No. 1 Nibs 30@32 Siftings, bulk 9@10 Siftings, 1 lb. pkgs. 12@14 Gunpowder Moyune, Medium 28@33 Moyune, Choice 35@40 Moyune, Fancy 50@60 Ping Suey, Medium 25@30 Ping Suey, Choice 35@40 Ping Suey, Fancy 45@50 Young Hyson Choice 28@30 Fancy 45@55 Oolong Formosa, Medium 25@28 Formosa, Choice 32@35 Formosa, Fancy 50@60 English Breakfast Congou, Medium 25@30 Congou, Choice 30@35 Congou, Fancy 40@60 Congou, Ex. Fancy 60@80 Ceylon Pekoe, Medium 28@30 Dr. Pekoe, Choice 30@35 Flowery O. P. Fancy 40@50	TOBACCO Fine Cut Blot 1 45 Bugle, 15 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. 11 52 Dan Patch, 2 oz. 5 76 Fast Mail, 16 oz. 7 80 Hiawatha, 16 oz. 60 Hiawatha, 5c 5 40 May Flower, 16 oz. 9 36 No Limit, 8 oz. 1 80 No Limit, 16 oz. 3 60 Ojibwa, 8 and 16 oz. 3 60 Ojibwa, 10c 11 10 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 4 00 Peach and Honey, 5c 5 76 Red Bell, 16 oz. 3 96 Red Bell, 8 foll 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 95 Sweet Cuba, 1 lb. tin 4 50 Sweet Cuba, 1/2 lb. foll 2 25 Sweet Burley, 5c L&D 5 76 Sweet Burley, 8 oz. 2 45 Sweet Burley, 16 oz. 4 90 Sweet Mist, 1/2 gro. 5 70 Sweet Mist, 8 oz. 11 10 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 40 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat. Leaf, 2 and 5 lb. 60 Drummond Nat. Leaf per doz. 96 Battle Ax 32 Bracer, 6 and 12 lb. 30 Big Four, 6 and 12 lb. 32 Boot Jack, 2 lb. 90 Boot Jack, per doz. 96 Bullion, 16 oz. 46 Climax Golden Twins 48 Climax, 14 1/2 oz. 44 Climax, 7 oz. 47 Days' Work, 7 & 14 lb. 38 Creme de Menthe, lb. 62 Derby, 5 lb. boxes 28 5 Bros., 4 lb. 66 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 53 G. O. P., 12 & 24 lb. 40 Granger Twist, 6 lb. 46 G. T. W., 10 lb. & 21 lb. 36 Horse Shoe, 6 & 12 lb. 45 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. 40 J. T., 5 1/2 & 11 lb. 35 J. T., 5 1/2 & 11 lb. 35 Keystone Twist, 6 lb. 45 Kismet, 6 lb. 48 Maple Dip, 20 oz. 28 Merry Widow, 12 lb. 32 Nobby Spun Roll 6 & 3 58 Parrot, 12 lb. 32 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 41 Picnic Twist, 5 lb. 45 Piper Heldsick, 4 & 7 lb. 69 Piper Heldsick, per doz. 66 Polo, 3 doz., per doz. 48 Redicut, 1 1/2 oz. 38 Scrapple, 2 & 4 doz. 48 Sherry Cobbler, 8 oz. 32 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Sq. Deal, 7, 14 & 28 lb. 30 Star, 6, 12 & 24 lb. 43 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 35 Town Talk, 14 oz. 31 Yankee Girl, 12 & 24 lb. 31 Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 88 Cutlas, 2 1/2 oz. 26 Globe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Songs, 5c 5 76 Old Times, 1/2 gro. 5 50 Polar Bear, 5c, 1/2 gro. 5 76 Red Band, 5c 1/2 gro. 5 76 Red Man Scrap, 5c 1 42 Scrapple, 5c pkgs. 48 Sure Shot, 5c 1-6 gro. 5 76 Yankee Girl Scrap 2oz. 5 76 Pan Handle Scrap 1/4 gr. 5 76 Peachy Scrap, 5c 5 76 Union Workman, 2 1/2 6 00 Smoking All Leaf, 2 1/2 & 7 oz. 30 BB, 3 1/2 oz. 6 00 BB, 7 oz. 12 00 BB, 14 oz. 24 00 Bagdad, 10c tins 11 52 Badger, 3 oz. 5 04 Badger, 7 oz. 11 52 Banner, 5c 5 48 Banner, 20c 1 60 Banner, 40c 3 20 Belwood, Mixture, 10c 94 Big Chief, 2 1/2 oz. 6 00 Big Chief, 16 oz. 30

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 10c	11 52
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 76
Carnival, 10c	11 52
Cigar Clip'g, Johnson	30
Cigar Clip'g, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	9 00
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. pls	7 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	7 79
Dills Best, 3 1/2 oz.	7 77
Dills Best, 16 oz.	7 73
Dixie Kid, 5c	4 80
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 30
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	9 60
Full Dress, 1 1/2 oz.	7 72
Glad Hand, 5c	4 80
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	4 80
Growler, 10c	9 60
Growler, 20c	18 00
Giant, 5c	5 76
Giant, 10c	11 52
Hand Made, 2 1/2 oz.	5 50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	3 80
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Klin Dried, 25c	2 45
Kling Bird, 7 oz.	2 16
Kling Bird, 10c	11 52
Kling Bird, 5c	5 76
La. Turke, 5c	5 76
Little Giant, 1 lb.	2 28
Lucky Strike, 10c	9 60
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	3 80
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	5 76
Mayflower, 5c	5 76
Mayflower, 10c	9 60
Mayflower, 20c	19 20
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	5 48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	9 60
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	7 77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	60
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 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 10
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 80c tins	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	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

TWIN

Cotton, 3 ply	20
Cotton, 4 ply	20
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	10 1/2

VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white picklg	10
Packages free.	

WICKING

No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE

Baskets

Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 75
Willow, Clothes, small	7 25
Willow, Clothes, me'm	8 00

Butter Plates

Ovals

1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65

Churns

Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

Clothes Pins

Round Head

4 1/2 inch, 5 gross	65
Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

14

Faucets

Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks

Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
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
20-in. Standard, No. 3	6 00
16-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	15 00
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25

Washboards

Banner, Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15

Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls

13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50

WRAPPING PAPER

Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12

YEAST CAKE

Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85

YOURS TRULY LINES

Pork and Beans	2 70@3 60
Condensed Soup	3 25@3 60
Salad Dressing	3 80@4 50
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	@40 85
Herbs	@75

AXLE GREASE



1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

CHARCOAL

Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.

M. O. DEWEY CO., Jackson, Mich.

15

BAKING POWDER

K. C.

Doz.	
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
80 oz., 1 doz. plain top	4 20
80 oz., 1 doz. screw 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.	

Royal	
10c size	90
1/4 lb cans	1 35
6 oz cans	1 90
1/2 lb cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50

CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Master Grande	68 00
Dutch Masters, Pan.	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
Johnson's Hobby	32 00
Johnson's As It Is	33 00

Worden Grocer Co. Brands	
Canadian Club	
Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10

COFFEE	
OLD MASTER COFFEE	

Old Master Coffee	31
San Marto Coffee	31

Old Master Coffee	31
San Marto Coffee	31

Old Master Coffee	31
San Marto Coffee	31

Old Master Coffee	31
San Marto Coffee	31

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Old Master Coffee	31
San Marto Coffee	31

Old Master Coffee	31
San Marto Coffee	31</

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Millinery store, ladies' furnishings, doing fine business, thriving town, fine opportunity, must sell at once. Write for particulars, very reasonable. Miss Swan, New Buffalo, Mich. 652

For Sale—Cheap, restaurant and lunch room combined, with furnished rooms; centrally located; doing big business in a town of 5,000. Only one hotel in city. No competition. Call and get my reason for selling. 123 S. Lafayette street, Greenville, Michigan. Phone 96 Citizens. 653

For Sale—General stock in fine condition. Consists of dry goods, groceries, shoes and light hardware—in good farming country town, located on Grand Trunk Ry. Will sell at a discount. Wish to retire from business—reason for selling. Low rent. Address No. 654, care Tradesman. 654

A great opportunity for someone to make big money. We offer a bankrupt stock of several hundred new and second-hand heating stoves of different sizes at very low prices. Will sell all or any quantity. H. Kander & Co., Bowling Green, Ohio. 655

For Sale—Nyal store; good-paying business. Write for particulars. J. J. Somers, Pleasant Hill, Ill. 656

Wanted—Active interest in paying business, exchange \$1,800 equity in improved farm, young man, energetic worker, highest business efficiency, excellent references. Box 360, Jonesboro, Arkansas. 657

To Rent—Hotel, forty rooms, Belding, Michigan. Good opportunity. George E. Wagner, Agent, Belding, Mich. 658

For Sale—\$13,000 stock of dry goods and ready-to-wear. New fall goods in stock. In wheat belt. Cash price 67½c. No trade. Noel Bros., Humboldt, Neb. 659

A route of the new Universal Ball gum machines will assure independent income; investment required; profits 100 per cent. over all expense. Single machines sold to merchants in territory not under contract. Rex Mfg. Co., Erie, Pa. 661

For Sale or Rent—Modern and up-to-date residence, with gas, bath and furnace at 1249 Cass. For particulars write Geo. E. Duncan, Elsie, Michigan. (No agents.) 662

Shoe store wanted in live town. Have \$500 in cash and \$500 in mortgage. Address Box 172, Benton Harbor, Michigan. 663

Elevator—3,000 pounds capacity (carriage), 7 x 16 ft. platform; all complete; with posts and frame ready to install; will sell cheap; want space for other purpose. Address D. Peebles, Wilmington, Ohio. 664

For Sale—Fine residence in St. Johns, Michigan. Clean city, 4,000. Best farming country; nine room modern house, brick barn, corner lot; one block south of court house. Best residence district. Good bargain. Best reason for selling. Address Box 377, St. Johns, Mich. 665

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

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

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

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

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

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

\$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. Augsburger 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 \$5,000, 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

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

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—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—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

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

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

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

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 833 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. Autopress, Wayland, Mich. 65

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

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—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

Situation Wanted—Experienced grocery clerk desires permanent position; married; best of references furnished. Address, George W. Hoffman, Portage, Wisconsin. 660

IF CASH, quick action and a fair price appeals to you—you can sell part or whole store, stock of Dry Goods, Shoes, Clothing. Furnishings—any store—to us. Phone, wire or write to us to-day and we'll come in a hurry.

Paul L. Feyreisen & Company
12 N. Market St. Chicago

ENGRAVING & 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.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 6.—A special meeting of creditors in the matter of Oliver J. Morse, bankrupt, Shelby, was held this day. Claims were allowed. The first report and account of the trustee, showing total receipts of \$2,400.01, disbursements as follows: administration expenses, \$138.32; return of deposits left with the trustee to guarantee purchase price, \$105.00; total, \$243.32; and a balance on hand of \$2,157.09, was considered and the same appearing proper for allowance and there being no objections thereto was approved and allowed. Order was entered for the payment of the first dividend of 5 per cent.

Oct. 7.—In the matter of Holland Rod Co., bankrupt, Holland, the special meeting on the order to show cause as to the petition of Canavan & Weber, et. al., was this day held. Petitioners represented that the debts contracted were not the debts of the Holland Rod Co., but the individual debts of I. W. Allen and Frank P. Graves, they having taken the property of the bankrupt on agreement to purchase. They also contended that the majority of the assets were the property of the aforesaid parties. Testimony was submitted on the issue and matter then submitted, briefs to be filed. The matter has not yet been decided by the referee. Sale of the assets will be made by stipulation of the parties in interest.

Oct. 8.—In the matter of Jacob Graf and William G. Graf, doing business as Jacob Graf & Son, bankrupts, Montague, the first meeting of creditors was this day held. Kirk E. Wicks, receiver, made a verbal report of the condition of the estate and was discharged as receiver. By vote of creditors William E. Osmun, of Montague, was elected trustee and his bond fixed at \$1,000 and written appointment was filed. J. P. Jacobson and Adolph Anderson of Montague and F. L. Spyke, of Muskegon, were appointed appraisers. The assets are small and the real estate is covered with mortgages and the dividend will be a small one.

In the matter of Ralph E. Van Kuiken, bankrupt, Grand Rapids, formerly doing business as the Novelty Wood Works, the trustee has filed his first account which shows: Total cash receipts, \$373.95; disbursements for rent of building occupied by the receiver and trustee, insurance, etc., \$190.19; preferred claims paid by order of the court, \$54.15; total, \$244.34; balance on hand, \$129.61. The final report also shows certain accounts receivable of \$322.50. The trustee also has filed his final report and account which shows: Total receipts from all sources to date, including amount shown by first report and account, \$706.45; disbursements for administration expenses, \$190.19; payment on preferred claims and exemptions to date, \$177.05; total, \$367.24; balance on hand, \$339.21. The final account also shows certain assets on hand which are recommended for sale at the final meeting. The final meeting has been called for Oct. 28, at which time final adjustment will be made. It is not probable that there will be any dividend for ordinary creditors.

Oct. 9.—In the matter of Francis J. Heany, bankrupt, Ionia, the final meeting of creditors was held this day. The final report and account of the trustee, showing total receipts of \$231.94, disbursements of \$22.84 and balance on hand of \$209.19, was considered and the same appearing proper for allowance and there being no objection was approved and allowed. There was not sufficient assets to pay the preferred claims and administration expenses in full and no dividend was ordered paid to general creditors in this matter. Distribution will be made at the end of ten days allowed for petitions for review of the order.

In the matter of Cassius R. Bunker, bankrupt, Bailey, the trustee has filed his final report and account and the final meeting of creditors has been called for Oct. 27. The final report and account shows the following: Total receipts from all sources, \$378.55; disbursements for administration expenses, \$34.35; balance on hand for distribution, \$344.20; also showing certain accounts receivable still on hand, of doubtful value, and recommending that the same be offered for sale at the final meeting.

In the matter of Lyons Machine and Manufacturing Co., Muskegon, the first meeting of creditors was held this date. Claims were allowed. E. B. Blakeley, receiver, made a verbal report and was directed to file his final report and account. By vote of creditors, E. B. Blakeley, Muskegon, was elected trustee. By vote of creditors the trustee was also given power to operate the business of the bankrupt as a going business. The assets of this estate are considerable and a reasonable dividend can be expected. It is possible that a composition may be offered by the bankrupt.

Oct. 13.—In the matter of Ludington Manufacturing Co., bankrupt, a special meeting of creditors was held this day for the purpose of determining ways and

means of closing out this estate. Certain propositions were considered and the meeting was adjourned to Oct. 21, at which time definite action will be taken. This estate has been in process of administration for some time and the trustee is experiencing considerable difficulty in disposing of the assets.

Oct. 14.—In the matter of John A. Innes, bankrupt, the final meeting of creditors was held this day and final testimony take on the claim of Bessie R. Innes. Testimony was closed and briefs of counsel to be submitted. It is expected that this estate will soon be closed. The dividend will be a small one.

Oct. 15.—In the matter of George B. Ferris, bankrupt, Grand Rapids, the trustee has received an offer for the assets of the bankrupt and order to show cause has been issued returnable on Oct. 28, why the offer should not be accepted. The offer aggregates the sum of \$650.

In the matter of the Dearborn Corporation, bankrupt, Holland, the adjourned special meeting of creditors for the purpose of considering the offer of L. E. Becker and H. H. Cushman of \$1,500 for settlement of the proposed suit of the trustee for unpaid stock subscription and the offer of Joseph W. O'Brien of \$200 for the settlement of his liability in the same suit. Offers were duly considered and order entered directing the trustees to accept the same. The trustee was also directed to file his final report and account at once and it is probable that this estate will be closed within a short time. A dividend will be paid, but the amount of it can not be determined at this time.

In the matter of Harry J. Moore, bankrupt, Howard City, the trustee has filed his inventory and report of appraisers and a general order for the sale of the assets has been made. The sale will be a public sale in the village of Howard City.

Oct. 17.—In the matter of Jacob Graf & Son, bankrupt, Montague, the trustee has filed an offer for the assets from J. R. Grieve of \$800 for all the assets of the bankrupt estate and an order to show cause has been issued returnable Oct. 27.

Oct. 19.—In the matter of Orson D. Stebbins, bankrupt, Sparta township, Kent county, the first meeting of creditors was held this day. Claims were allowed. By vote of creditors Charles J. Rice, of Sparta, was elected trustee and his bond fixed at the sum of \$1,000. The bankrupt is a farmer and the assets are mostly covered by mortgages.

Provisions—The downward tendency of the provision market has been checked by an increased export demand and during the latter part of the week the tone became decidedly firmer. Practically all of the accessible countries are in the market for the products and the outward movement is much larger than was earlier anticipated. In the meantime, the hog movement has been fairly liberal at declining prices and it seemed as if supplies of hogs on the farms have been larger than generally supposed.

The Rindge, Kalmbach, Logie Co., the Herold-Bertsch Co., and the Hirth-Krause Co., all of which have been requested to bid on supplies of boots for the English army and navy, have declined to enter the competition, because of the manner in which such orders would interfere with their regular business.

Frank Mollema has sold his interest in the Clyde Park pharmacy to Herbert L. Barrett, a former partner in the business, and is at present engaged in the drug line in Chicago.

A. C. Tiffany, formerly engaged in the drug business at Pellston has opened a drug store at DeTour. The Hazeltine & Perkins Drug Co. furnished the stock.

Harrison T. Aldrich, formerly employed by the Onderdonk Printing Co., has succeeded Paul Snyder in the grocery business at 733 South Division avenue.

Confidence Needed Rather Than More Money.

This country is not suffering from a lack of money, but a dearth of credit. The cotton money scheme is only another form of cheap inflation, which would fail to help even the persons most directly interested.

That there is available more real currency than the United States needs was shown by Governor Hamlin, of the Federal Reserve Board, in his address before the American Bankers' Association. There are \$1,200,000,000 of Aldrich-Vreeland notes which may be used, and yet only \$340,000,000, or but little more than a fourth, have been asked for.

The South is entitled to \$160,000,000 of this special emergency money, but it has taken only \$60,000,000. What the South, as well as the North, East and West, wants is not money, but better credit, which will enable it to get money at a less price.

There is lacking a feeling of confidence and mutual trust. Beyond all question that is the vital trouble. Not more paper money, but a greater assurance that the money we have will be permitted to work without the galling yoke of repressing legislation.

Give the people of the United States an ironclad guarantee that business will be let alone, that all forms of crazy lawmaking will stop, that such fantastic schemes as a Government corner in cotton cannot seriously engage the attention of the American Congress, and instantly there will vanish even the appearance of any necessity for more money.

Confidence in the future and trust in the present will unlock all the funds our people require. — Philadelphia Ledger.

Good Men on Guard.

The Grand Rapids Retail Grocers' Association has elected officers as follows:

President—W. A. Wood.
Vice-Presidents—Martin Deckker and Frank Gaskill.
Secretary—A. A. Stevenson.
Assistant Secretary—Frank Johnson.

Treasurer—L. Smith.
Credit Manager—A. A. Stevenson.
Executive Committee—Fred Fuller, George Shaw, L. W. Witters, Albert J. Michmerhuizen and L. O. Barber.
The annual meeting was held Wednesday evening in Donovan's hall and was preceded by a dinner by the National Biscuit Co. and the H. J. Heinz Co.

Grand Rapids Man Doubly Honored.

G. Adolph Krause, Samuel Krause, William Logie, Frederick Reichel, D. T. Patton, Van A. Wallin and Lee M. Hutchins all report an exceedingly interesting programme at the annual meeting of the Western Association of Shoe Wholesalers at Chicago last week. Van Wallin spoke on Sole Leather at the afternoon session and received many commendations on his talk. Lee M. Hutchins discussed the Almighty Dollar at the banquet and, as usual, scored a success. G. A. Krause presided over the deliberations of the convention with dignity and

discretion and was re-elected to serve as President a second year. In order to do this the by-laws, which provided for rotation in office, had to be amended. Mr. Krause was presented with a \$150 clock by the members of the organization, the presentation speech being made by W. N. Fitzgerald, of Milwaukee.

Cheese—The market is firm and prices are unchanged, with a moderate consumptive demand. No change seems in sight. Good quantities of cheese are said to be going out of the country, which strengthens the market. If there is any change, an advance is likely.

S. Buckner, proprietor of the Luther Exchange Bank, announces that his two sons, Norman and Ira, will be admitted to partnership Jan. 1, after which the business will be conducted under the style of S. Buckner & Sons.

The Grand Rapids Novelty Co., (not inc.) of which Cornelius Van Schelven is proprietor, is being started at Mr. Van Schelven's home, 551 Woodlawn avenue. He will conduct a wholesale gasoline lighting supply business.

Miss Gertrude Gerber, of Gerber & Co., conducting the millinery department in Ira M. Smith's department store, has engaged in the millinery business in the quarters of the Outlet Cloak & Suit Co., at 31 Monroe avenue.

You are not exceptional in any way because you become discouraged at times. We all have our off-days and their harm lies in not throwing off the discouragement as soon as possible.

The story of many a business romance is the old one of a man who was forced to sell and of another who had the money ready to buy.

The whole business world rests on a foundation of confidence. When confidence is gone, business is gone.

St. Peter will swing the gate wide open for the man who has lived up to his wife's expectations.

Ready money is an opportunity builder—you must be ready when your chance comes.

The biggest opportunity in the world is big only as you can take advantage of it.

BUSINESS CHANCES.

Orchard Farm. 103 acres, 33 acres apple orchard, 3 years old, best commercial varieties; 37 acres additional plow land, sandy loam soil; 33 acres pasture and woodland, all newly fenced; new house, 7 rooms and bath, pressure tank, 3 wells, cement floor cellar under entire house, furnace heat in all rooms; new horse and cow barn, new modern hen-house; situated in the lake region of Oakland county, short distance from Orchard and Pine lake resorts, adjoining celebrated Flanders estate on Green lake, one hour from Detroit by automobile, 15 minutes from Pontiac. Satisfactory reasons for selling. A snap at \$9,000, or will exchange for city property. Address J. M. Harris, Pontiac, Mich., R. F. D. 5.

Exchange for stock of merchandise: 160 acre farm in Southwestern Michigan; splendidly located, two miles from county seat. Two barns, sheds, silo, windmill, comfortable house. An ideal home. Address No. 666, care Tradesman. 666

We Sell It For You



We not only do the baking in our two-million dollar sunlit bakery, thereby saving the housewife the work and worry, but we do the merchandising for the distributor. We aim to sell

Shredded Wheat

before it goes on your shelves. You haven't time to talk Shredded Wheat. We do the talking for you in the newspapers in nearly every city and town and in the leading magazines of large national circulation. Shredded Wheat is the best advertised cereal breakfast food on earth.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.

Purity Guaranteed

under all State and National Pure Food Laws. You can pay a higher price, but you cannot get a baking powder that will raise nicer, lighter biscuits, cakes and pastry, or that is any more healthful.

Your money back if K C fails to please you. Try a can at our risk.



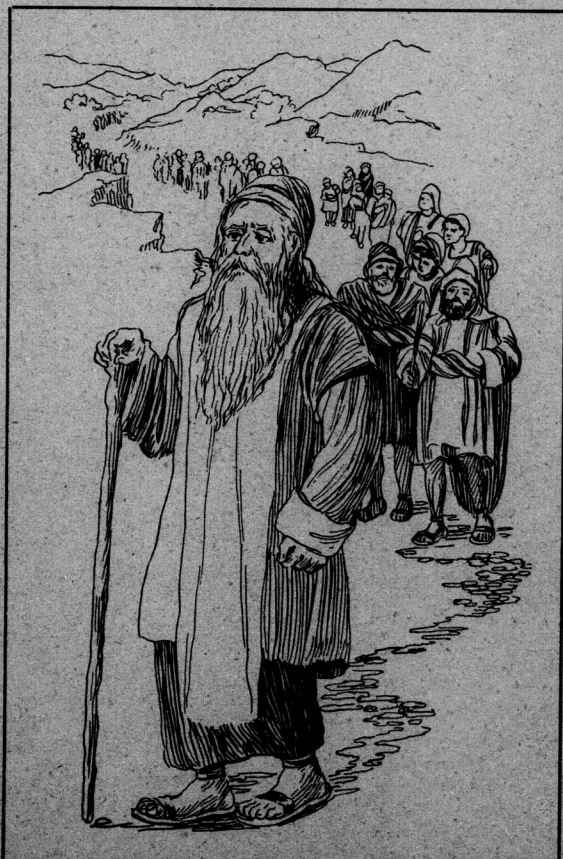
The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

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

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

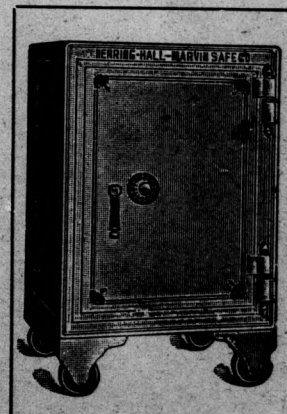


The Children of Israel were in a forest wilderness; they had faith in Moses and he led them safely out.

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.

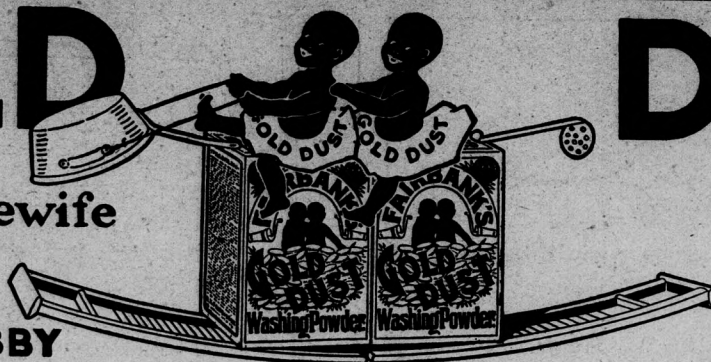
Tradesman Building

Grand Rapids, Mich.

GOLD

DUST

Most every housewife
has the
GOLD DUST HOBBY



It will pay
you to
cater to it.

Women everywhere like GOLD DUST better than any other cleanser because it does more of their work and does it easier. *Grocers* everywhere like GOLD DUST better than any other cleanser because they sell more of it and sell it easier. Both advertising and merit are back of its great popularity and steady sale.

THE N.K. FAIRBANK COMPANY



She Wants the Carton
with the head of

Franklin
on it

Your customers know the familiar trade-mark in the neat blue Franklin Sugar Cartons, and they know the fine quality of FRANKLIN CARTON SUGAR.

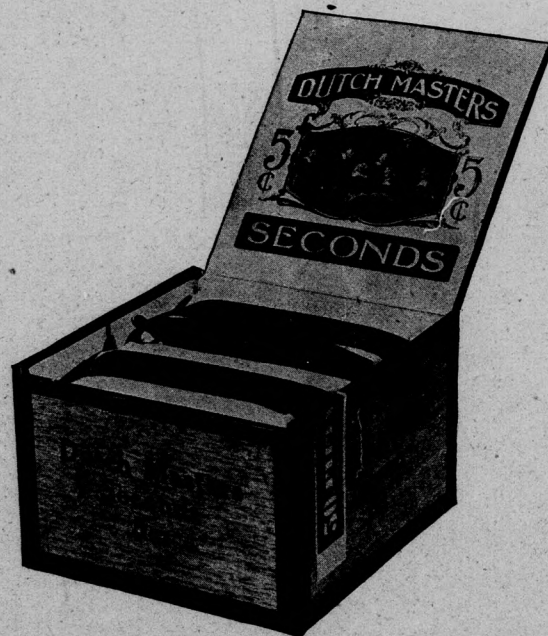
Keep this full line of fast selling sugars prominently displayed where your customers can see them. The demand for FRANKLIN CARTON SUGAR is increasing every day because the convenient air-tight, dust-proof carton is universally approved and because FRANKLIN CARTON SUGAR is being constantly demonstrated and sampled to create a demand for it.

Take advantage of the opportunity and tell your customers about the convenience of buying the whole line of FRANKLIN CARTON SUGARS at one time. She'll like the suggestion and it means increased sales and extra profits for you.

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

DUTCH MASTERS SECONDS



Will stimulate your trade. Handled by all jobbers.

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