

A DREAM OF AUTUMN

Mellow hazes, lowly trailing
Over wood and meadow, veiling
Somber skies, with wild fowl sailing
Sailor-like to foreign lands;
And the north-wind overleaping
Summer's brink, and floodlike sweeping
Wrecks of roses where the weeping
Willows wring their helpless hands.

Flared, like Titan torches flinging
Flakes of flame and embers, springing
From the vale the trees stand swinging
In the moaning atmosphere;
While in dead'ning-lands the lowing
Of the cattle, sadder growing,
Fills the sense to overflowing,
With the sorrow of the year.

Sorrowfully, yet the sweeter
Sings the brook in rippled meter
Under boughs that lithely teeter
Lone birds, answering from the shores
Through the viny, shady-shiny
Interspaces, shot with tiny
Flying motes that speck the wing
Wave-engraven sycamores.

Fields of ragged stubble, wrangled
With rank weeds, and shocks of tangled
Corn, with crests, like rent plumes dangled
Over Harvest's battle-plain;
And the sudden whir and whistle
Of the quail that, like a missile,
Whizzes over thorn and thistle,
And, a missile, drops again.

Muffled voices, hid in thickets
Where the redbird stops to stick its
Ruddy beak betwixt the pickets
Of the truant's rustic trap;
And the sound of laughter ringing
Where, within the wild-vine swinging
Climb Bacchante's schoolmates, flinging
Purple clusters in her lap.

Rich as wine the sunset flashes
Round the tilted world, and dashes
Up the sloping west and splashes
Red foam over sky and sea—
Till my dream of Autumn, pailing
In the splendor all-prevailing,
Like a sallow leaf goes sailing
Down the silence solemnly.

James Whitcomb Riley.

MACAULEY SAID

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

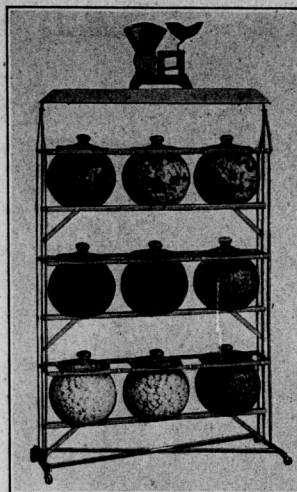
USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



Putnam's Globe Rack Candy Assortment

A Beautiful and Practical Proposition

Goods in Sight All the Time

Rack is Strong and Graceful. Makes a Handsome Show

On Castors and Can Be Moved Easily

Jars Quickly Removed for Refilling—A Fine Profit for the Dealer

Ask our salesmen or write us for particulars

PUTNAM FACTORY, National Candy Co., Inc.
GRAND RAPIDS, MICH.



"I Like to Sell

FRANKLIN CARTON SUGAR"

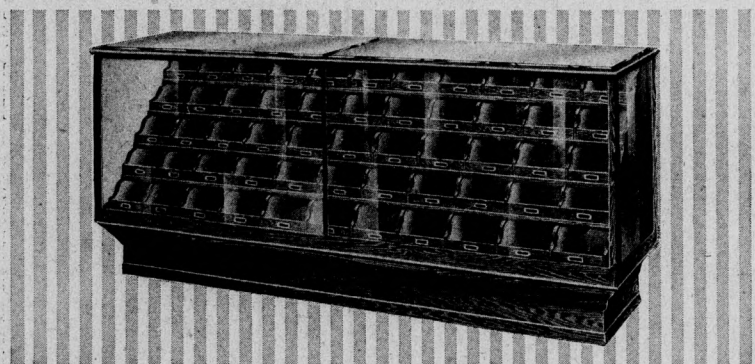
Why?

"Because it comes ready to sell, saves my time weighing, wrapping and putting in bags, and above all my customers prefer FRANKLIN CARTON SUGAR. I am mighty anxious to have pleased customers because I realize that they will speak a word to their neighbors about the grocer who serves them with satisfactory goods. I know FRANKLIN CARTON SUGAR is clean, pure and full weight, because my wife uses it herself and I am therefore glad to recommend it.

"I lost money on sugar until I started to push FRANKLIN CARTON SUGAR. I keep the whole FRANKLIN line of Granulated, Powdered, Dessert and Table, and Cube Sugars well to the front where my customers can always see them. I am making a profit on FRANKLIN CARTON SUGAR."

FRANKLIN CARTON SUGAR comes to you packed in original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
Philadelphia



THE PURCHASE of only one or two new show cases is an important matter. It is a matter that should receive proper attention. These cases may form the nucleus around which you will build up an entire new store equipment. We can show you how to do this with

THE *Wilmarth* LINE
THE CASE WITH A CONSCIENCE

WHY not find out about the new ideas in Wilmarth Interchangeable Sectional Units? Let us show you how to build up your equipment a little at a time, in case you cannot buy a complete set of new fixtures. We will gladly send printed matter, or a representative, without any obligations on your part.

Wilmarth Show Case Co.

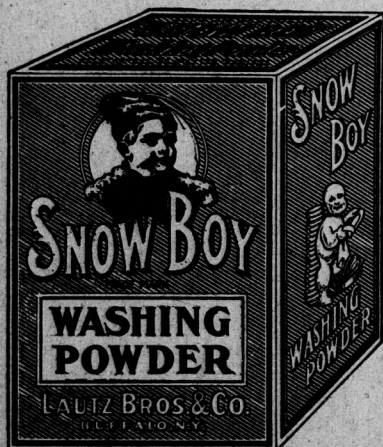
1542 Jefferson Ave.
GRAND RAPIDS, MICH.

CHICAGO: 233 West Jackson Blvd.
ST. LOUIS: 1118 Washington Ave.
SAN FRANCISCO: 515 Market St.

NEW YORK: 20 W. 30th St.
BOSTON: 21 Columbia St.
PITTSBURG: House Bldg.

MINNEAPOLIS: 27 N. Fourth St.
DES MOINES: Shops Bldg.
HELENA: Horsky Blk.

Made In Grand Rapids



SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes. All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 4, 1914

Number 1624

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SUGAR AT RETAIL.

Refiners Requested to Limit Sales to Consumers.

Reports from several towns and cities where beet sugar factories are located are to the effect that the retail sugar trade in those localities is completely demoralized because of the action of the beet sugar manufacturers in selling granulated sugar at retail at wholesale prices. The Ohio and Indiana refineries adopted this policy last season, with very unsatisfactory results to the retail trade. This year the Michigan factories—some of them, at least—are doing the same thing. If the refineries confined their sales to the growers who furnish the beets and restricted the sales to individual purchasers to 100 pounds or thereabouts, the evil would not be so serious a one. It is asserted that the refineries place no limitation on the amount of sugar sold each applicant, who thereby secures at different time during the season enough sugar for a year's supply for his friends, relatives and neighbors, as well as himself. This, of course, causes a decided stagnation in sugar sales at retail in the vicinity of each refinery and the abuse has become so serious and the results are so far-reaching that the Tradesman has been appealed to by the members of the retail trade to take the subject up in a friendly way with the refineries, which it has already done by correspondence and otherwise. The following letter has been sent to each sugar refinery in Michigan, with the request that the enquiry embodied therein be answered promptly:

"I am informed that it is the policy of your company this season to sell granulated sugar direct to the consumer—retail quantities at wholesale prices—confining sales to the farmers who produce the beets which keep your factory in operation. I can see no reasonable objection to this, providing the sales are confined strictly to actual producers of beets, but I am told there is no arbitrary limitation

placed on the quantity of goods sold to each purchaser, so that sales are frequently made to men largely in excess of their own requirements, which enables them to supply their friends, relatives and neighbors with refined sugar at wholesale price. This, of course, works a hardship on the retail grocer who depends largely on his sugar sales to attract trade and to hold up the volume of his business. I, therefore, write to enquire if you would be willing to place a reasonable limitation on the amount of sugar sales to each applicant? I am asked to do this in behalf of the retail trade and I wish you to treat this action on my part as entirely friendly and not attribute it to an effort to dictate to you or to ask you to take a stand that is not entirely fair and reasonable."

The results of the negotiations—if there are any results—will be presented in the Tradesman from time to time as conclusions are reached. In the meantime, if any reader of the Tradesman has any suggestions to offer relative to curtailing this abuse, they will be most thankfully received.

There has been advance and progress in pretty much everything under the sun, and, since the reason for going into battle is to kill as many as possible on the other side, war is more dangerous and deadly than ever before. During the Civil War, of which there are in this country many survivors, what was then the latest apparatus was brought into use, but the best then would have no chance at all against the modern machinery. Even the guns of the infantry shoot much farther and have far greater penetration. The artillery covers miles, the submarine and the aeroplane or dirigible balloon have been resorted to with great success in the European struggle now going on so fiercely. The science of war has advanced just as much as any other science in the matter of appliances and devices with which to accomplish its purpose. The mortality in proportion to the number engaged is greater than in previous combats and probably no man can tell within tens of thousands how many have lost their lives in Europe since the first of last August. Certain it is that the death roll is already tremendously long and will be much longer before any peace will be in prospect.

Reinder Selvius, who for the past year has been conducting a grocery store at 31 Jones street, about one mile south of the city, off Clyde Park avenue, has completed an addition to his building costing approximately \$1,400 and is preparing to handle a stock of dry goods.

NEW INFLUENCES.

There is now no doubt that a really large business is under way for account of Europe, in all lines of army equipment, clothing, especially overcoats, blankets, shoes, harness, saddles, autos, and wagons, as well as foodstuffs. This, it is believed, will in time be reflected in increased buying of other lines. For home consumption, warm weather has of late been against increased activity in the interior trade, which bought supplies early in the season; but with a month of cold weather, distributors' stocks would be reduced and new buying stimulated.

On the whole, the outlook is regarded as more promising than at any time in months, and business conditions as more normal. Collections are slow and have been for some time, but expectations are for an improvement. Steel mills, however, are not running with as many orders as they were, and the number of idle people has increased, which is perhaps the most unfavorable sign.

ALUM PICKLES LEGALIZED.

Another extreme contention of pure food faddists has been swept away by the "rule of reason" now operating in the Bureau of Chemistry of the Department of Agriculture at Washington. Alum in pickles, in the commercial quantities used, is relieved from the ban placed on it by Dr. Wiley and others and disagreed with by the Referee Board of Chemists. Basing the decision on this latter report, Dr. Aisberg has issued the following ruling:

"The Board came to the conclusion that the amount of alum which remains in pickles and is therefore consumed is so small as to be negligible. From the information at hand it also appears that alum is almost universally used in the preparation of pickles and may therefore be considered a common ingredient of such products. In view of these facts, this Bureau offers no objection to the use of a small amount of alum in the preservation of pickles."

FLOWERS AS FOOD.

And now the food economist proposes to make a thing of beauty a joy forever and fit to eat. In connection with an Ohio food show a domestic economist, Mrs. C. B. Allen, of Columbus, evolved the practical use of flowers as tidbits of food. Mrs. Allen proved her contention by concocting a dainty salad made principally from the leaves of the white chrysanthemum, which was pronounced delicious by those in attendance who were so fortunate as to get a taste. The lecturer declared that in certain sections

of Europe rose jam and candied lilac were commonly used as condiments and confections.

Pennsylvania is looking for a boom in the hosiery business. That State produces 66 per cent. of the hosiery manufactured in the United States, and the war will make merchants turn to the American hosiery manufacturers for their supply. A score of years ago all silk stockings sold in this country were imported from Germany and France. To-day the imports are reduced to about 4 per cent. of the consumption, and American manufacturers are selling silk hose throughout all Europe in a greater number of pairs and for a greater monetary return than the quantities and values of this article made abroad. Many women of the large European cities are wearing silk hose not "Made in Germany," but "Made in America."

In most towns there is a great scramble after Government jobs and a dozen candidates for the office of postmaster. Congressmen have often made a lot of enemies by disappointing men who wanted to sell stamps and read postal cards. All these persons so eager to work for the Government will marvel at the postmaster at Colton, Utah, who has retained an attorney in an effort to be released from his official position. His term expired more than a year ago, but the Government's refusal to appoint a successor has compelled him to hang on to his job. He says being postmaster causes him serious money losses and he wants to be released from his position.

A new cure for neuralgia has been discovered, but sufferers from that distressful pain will prefer the neuralgia to the cure. The latter is a little too severe for ordinary persons. It is to have a German shell burst nearby and knock one unconscious. When the person rendered unconscious comes to his senses, the neuralgia has disappeared. This is the way an English soldier was cured. His name is Palmer, and the cure has been called "Palmer's neuralgia cure." It is not probable that he will have it patented and put on the market, however.

A Missouri editor gained twenty-seven new subscribers to his weekly paper by threatening to publish the name of the young man seen with his sweetheart's head on his shoulder if he did not come across with his subscription. The twenty-seven sneaked in and paid their dollar, while several others have written that they would pay the next time they came to town.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids, Oct. 26—Darwin G. Young, of Grand Rapids, has this day been adjudicated a voluntary bankrupt and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules on file at this office reveal liabilities aggregating \$231.61 and assets, all claimed as exempt are listed at \$410. The following are listed as creditors, all being Grand Rapids people: Hyman Company \$ 36.20 Mr. Vanderploeg 9.40 Mr. Burkhoft 20.00 Dr. S. Porter Tuttle 14.00 Peoples Credit Co. 15.50 B. Wilhelm 4.00 Moon Lake Ice Co. 5.00 Mr. Ekkens 4.00 Dr. Veenboer 5.00 Dr. D. A. Dickson 32.00 Dr. Jas. Henry 2.00 Dr. H. W. Catlin 2.00 Dr. J. A. P. Duncan 5.00 Dr. R. R. Eaton 13.00 H. J. Luce 4.00 Roman Oil Portrait Co. 6.00 Hall Meat Market 5.00 Bonner Bros. 22.00 Anderson & Holtman 28.11

Oct. 27—In the matter of Cassius R. Bunker, bankrupt, Bailey, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the receiver was considered and allowed, it appearing that all assets had been turned over to the trustee in bankruptcy. The final report and account of the trustee, showing total receipts of \$378.55; disbursement of \$34.35 and a balance on hand of \$344.20 was considered and allowed. The balance of the accounts receivable sold for \$1. Final order for distribution was entered, all claims having been proved and a first and final dividend of 11 1/2 per cent. declared and ordered paid.

In the matter of Jacob Graf & Son, bankrupts, Montague, a special meeting was this day held on the order to show cause as to the sale of the assets and on the trustee's petition to abandon certain encumbered real estate. No cause being shown to the contrary, the stock of merchandise was sold to J. R. Grieve, Montague, for the sum of \$800 and the sale was approved and confirmed. The trustee was authorized to abandon the real estate of the bankrupt to the mortgagee, said mortgagee to waive any and all claim against the estate by reason of such mortgage.

Oct. 28—In the matter of George B. Ferris, bankrupt, Grand Rapids, this special hearing on the order to show cause as to sale of assets was held. The bid of Carter Bros., St. Helens, of \$561 for the stock of chickens was considered and the sale approved. The fixtures were sold to Ida Ferris for the sum of \$95. Minor sales were authorized to the amount of \$18.50.

Oct. 29—In the matter of the White Lake Transportation Co., the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts of \$224.50 and disbursements of \$33.16 and a balance on hand of \$190.89, was considered and approved. The final meeting was then held upon pending filing of supplement to the trustee's final report and account.

In the matter of W. C. Beelby Barber Supply Co., bankrupt, Grand Rapids, the trustee has filed his final report and account and the final meeting of creditors has been called for Nov. 10. The final report and account shows the following: Total receipts from all sources, \$477.38; disbursements, \$20; balance on hand, \$457.38. The dividend will be a very small one.

Oct. 30—In the matter of Mrs. W. S. Godfrey, bankrupt, Hastings, the adjourned first meeting of creditors was held this date. Claims were allowed. By unanimous vote of creditors present and represented, Otto Weber, of Grand Rapids, was elected trustee and his bond fixed at the sum of \$3,000. His bond has been filed and order entered approving the same. The receiver filed a supplement to his final report and the same was approved and allowed and the receiver discharged. The receiver waived his compensation. The trustee's first report and account, showing total receipts of \$2,897.35 taken over from the receiver and no disbursements, was considered and it appearing that a first dividend of 15 per cent. could safely be paid, it was therefore ordered that the trustee pay the first dividend of 15 per cent. The matter of approving the account was reserved until notice could be given creditors.

In the matter of Holland Rod Co., bankrupt, the trustee has filed a report of sale of the assets for the sum of \$1,000 and the sale has been confirmed, no cause to the contrary having been shown.

Oct. 31—In the matter of Jacob Graf & Son, bankrupt, Montague, the trustee has filed his first report and account,

showing that there are sufficient assets on to safely pay the first dividend. An order has, therefore, been entered for the payment by the trustee of the first dividend of 10 per cent. in this matter. The matter of approving the trustee's account has been reserved until notice can be given to creditors.

St. Joseph Referee.

St. Joseph, Oct. 26—In the matter of William Dannenberg, bankrupt, Allegan, the trustee filed report showing an offer of \$900 from William McGreagor, of Man-ton, for the personal property of the bankrupt. The matter was considered by the referee, who made an order to show cause why the bid should not be accepted. Creditors have until Nov. 6 to raise the amount bid.

In the matter of Nemer A. Etoll the final meeting of creditors was held at the referee's office. Claims were allowed and the trustee's final report and account approved and allowed. Certain administration expenses were ordered paid, after which there were no funds upon which to declare a dividend. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made, and no cause having been shown, it was determined that such favorable certificate be made. The final order of distribution was made and it was also determined that the trustee be not authorized to interpose objections to the bankrupt's discharge. The final creditors' meeting then adjourned, without day.

Oct. 27—In the matter of H. A. Fisher Co., a corporation, bankrupt, Kalamazoo, the hearing on the trustee's petition to recover certain assets from Harry A. Fisher was held and witnesses examined and the matter adjourned for a week at the same place.

In the matter of Horatio W. Patterson and J. Earl Patterson, copartners as H. W. Patterson & Son and as individuals, bankrupts, Kalamazoo, this first meeting of creditors was held at the latter place. The bankrupts voluntarily waived their specific exemptions for the benefit of creditors. Stephen G. Earl, of Kalamazoo, was elected trustee, with bonds at \$100. William S. Cook, John Walsh and Carl Skinner, of Kalamazoo, were appointed appraisers. The trustee was instructed and directed to sell the assets at private sale. The bankrupts were sworn and examined and meeting adjourned for thirty days.

In the matter of James Ingersoll Day, bankrupt of Hamilton township, Van Buren county, an order was made by the referee confirming the sale of the remaining assets of the bankrupt estate to H. B. Lawrence, of Decatur, for \$25.

Oct. 28—In the matter of Willis Meredith, bankrupt, Kalamazoo, the final meeting of creditors was held at the referee's office. The trustee's final report and account, showing cash on hand of \$545.80, was approved and allowed. Administration expenses to the amount of some \$76 was ordered paid. The first and final dividend list of creditors was filed, whereupon an order was made declaring a 25 per cent. dividend on all claims. The final order of distribution was made. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made, and no cause having been shown, it was determined that such favorable certificate be made. It was further determined that the trustee be not authorized to interpose objections to the bankrupt's discharge. The final meeting of creditors was then adjourned without day.

Oct. 29—In the matter of William E. Bommersheim, bankrupt, Kalamazoo, an order was entered confirming the trustee's report of exempted property.

In the matter of the Kalamazoo Oil Co., bankrupt, the trustee filed a report showing sale of the assets to the Great Western Oil Co. and E. A. Sadler, of Kalamazoo, for \$501.22, which sum was about 75 per cent. of the appraised value, and requested that the sale be affirmed by the referee.

Oct. 30—Fred D. Lane and Edward Nolan, doing business as the Benton Harbor Cigar Co., Benton Harbor, filed a voluntary petition as copartners and as individuals, whereupon they were adjudged bankrupt by Judge Sessions and the matter referred to Referee Banyon. The schedules disclose the following liabilities, and no assets above the exemptions, as follows:

Table with 2 columns: Name and Amount. Includes Charles H. Schaeffer, Chicago \$134.25; Chicago Box Co., Chicago 71.61; Loose Ledger Taussig Co., Chicago 309.91; Scheaueg, Mary & Son, Chicago 104.80; Crump Bros., Chicago 393.69; W. H. Ralys & Co., Elmira, N. Y. 252.73; Loewenthal & Son, N. Y. 190.30; Hamberger Bros., New York 80.23; Schuster Bros., Milwaukee 325.00; Sternemann Bros. & Hayaen, Milwaukee 349.90; Dwan Bros., Benton Harbor 147.95; A. Stromberg & Co., Minneapolis 186.33; J. H. Weir & Co., Benton Harbor 90.00; Peters & Alger, Benton Harbor 45.10.

Table with 2 columns: Name and Amount. Includes Green & Co., Benton Harbor 40.72; Elm Street Garage, Benton Harbor 30.83; Saranac Machine Co., Benton Harbor 6.50; Territorial Street Garage, Benton Harbor 9.00; American National Bank, Benton Harbor 250.00; Michigan State Telephone Co. 8.50; American National Bank, Benton Harbor 43.50; B. C. Crawford, St. Joseph 21.00; Baitenger & Kingsley, St. Joseph 2.00; Florence B., Benton Harbor 400.00; Coloma Garage, Coloma 3.00; Britian Avenue Grocery, Benton Harbor 9.50.

Assets.

Table with 2 columns: Name and Amount. Includes Stock \$200.00; Accounts receivable 715.41; Other personal property 137.30; Total 1,052.71.

Militarism Devours Souls of Its People.

Years ago, when the writer was the tiniest of schoolgirls in a very cosmopolitan city, she was escorted home every day by a self-constituted body-guard of small boys, coming from English, French, and German families—her sole guardians in a long walk. Their care of her was that with which they might have guarded the Queen of Lilies. Some years afterwards she met young men of these three nationalities when she herself was 16 and knowing as little of guile as when she was 6. These sons of England, France, and Germany were on the terms of very frank and cordial intimacy allowed by the girls' mothers of an upper social set.

Again these sons of countries now at war were each other's loyal friends, and "knights without reproach" of every girl entrusted by mothers to their care.

I speak not only of a surface decorum, but also of that intangible spirit which would prevent a man from even a breath of disturbance to what his soul revered.

Some years later on, the writer was a student while living as a paying guest with the widow and daughters of a general in the German army. Her stay in Germany in what proved to be a large military circle was one of a most unexpected enlightenment.

All her previous German friends had been civilians, down, or up, to the magnificent specimen of manhood who commanded the ocean liner on which she came from America, the faithful husband of a distant wife, the attentive guardian of every woman on board who needed a guardian, and a tender friend to even the steerage babies whom the writer actually saw him take on his great knee, two at a time, and feed with soup because their poor mothers were dreadfully seasick! He was a man of men!—a man able to save his ship in a storm so frightful that even his chief officers thought all was lost, and when even our lifeboats were torn off and away by the mighty waves.

But nothing prepared the writer for the awful havoc wrought in such manhood by militarism, and not only manhood, but also womanhood. How shall this pen be used to tell helpfully to all nations and hurtfully to none what the writer saw and heard in the greatest military nation?—that nation whose great literature and greater music had drawn her to itself—whose men and women away from its shores had shown themselves capable of the highest and best?

In this military circle of many officers of different ranks, and their families, she found that each life, whether woman's or man's seemed strangely divided into two compartments—one showing the fine texture, and noble coloring of what had been characteristic of "German-Americans," the other compartment in the same, individual under militarism, coarse, and hard as stone, and stained with the blood of dead souls as well as dead bodies. For the most terrible thing in militarism is not the mere slaughter of human bodies, hideous and brutish as that is. The most terrible thing in the whole universe is the murder of a soul, and the great monster, militarism, devours not only the souls of those other countries whom it rouses to meet it in a common inferno, but it also devours the souls of its own people.

The first public promenade which the writer took where one saw many people was with a general's wife who had previously introduced to the stranger many officers. Many handsome and beautifully dressed women passed by; some were unknown to the writer, others she had met at various social affairs. She feels it impossible to repeat what that calmly smiling military grandmother said to her about many of the "unknown." But that military grandmother smiled even more broadly at the distress and horror of her American listener.

A few days later the grandmother said gloomily to the guest, "All our cooking was much better done until our splendid cook drowned herself." "Drowned herself? Why?" "Oh, because that happened which is always happening where the common soldiers follow the example of the officers: the girl was betrayed by a man in the ranks, and when he marched away she drowned herself with her unborn child! And," with great indignation, "she was such a good cook!" There did not seem the slightest regret for a fallen and desperate woman, but the kitchen-machine was lamented.

The writer spoke in strong terms of the utter abomination of the whole system, which was like a great devil's net. But the military grandmother, with an easy laugh, dismissed the whole subject, saying:

"In a military country these things always have been, and always will be."

Mary Clarke.

Willing to Economize.

Kirby Stone—I hate to mention it, dear, but I must tell you that business has been awfully poor lately. If you could economize a little in dresses—wear something plainer.

Mrs. Stone—Certainly, dear. I shall order some plainer dresses tomorrow.

What Some Michigan Cities Are Doing.

Written for the Tradesman.
Sixty-four students enrolled for work in the Sault Ste. Marie night schools on opening night.

Flint has voted to build a twelve room school building at a cost of \$70,000, also an open-air school.

The Cutler Hub Co., formerly of Saginaw, has moved to Traverse City, occupying the old plant of the American Butter Dish Co.

Albion has passed the 8,000 mark in population, according to a census made by the letter carriers.

Battle Creek's new city hall is now in commission. A public reception was held at the building last Thursday night, attended by 5,000 people.

The Common Council of Escanabeau is inspecting motor fire trucks in other cities.

Muskegon has installed over 600 meters on city water services so far this year. Under the present system the city pays for the box.

In a jury trial in U. S. District Court, sitting at Bay City, petitioning creditors of the Saginaw Wood Products Co. of Gaylord failed to prove their case and the company was declared to be solvent.

Ground has been broken at Three Rivers for a new public library.

Ypsilanti has subscribed for a \$130,000 gas bond issue and will take over the private gas plant. The city now owns its water plant.

The third annual chrysanthemum exhibit of the University of Mich-

igan is on this month at Ann Arbor and over 2500 'mums are shown.

Adrian will entertain the State Sunday school convention Nov. 11-13.

Jackson has passed an ordinance prohibiting theater managers from selling tickets in excess of seating capacities of houses.

W. D. Sanders, manufacturer of mattresses at Holland, will open a branch plant at Allegan this month.

The Hastings Electrical Manufacturing Co. has been formed at Hastings, with \$25,000 capital. F. C. Sherman is President and G. E. Goodyear is Secretary and Treasurer.

Saginaw has postponed indefinitely its vote on a bond issue looking toward a municipal electric light and power plant. A material reduction in rates is now offered by the private concern.

The Saginaw Board of Trade has voted to co-operate with the supervisors and the Saginaw Auto Club in raising a fund of \$1,000 to place permanent signs on all county roads, giving the names and necessary directions or locations.

Sault Ste. Marie's new garbage ordinance takes effect Nov. 4.

Detroit will pay its bills directly by check hereafter, abolishing the old system of requiring creditors to go to the Controller's office and sign a voucher before getting checks.

Detroit's evening schools have over 6,000 students enrolled, which is well ahead of any previous year.

Pay-as-you-enter cars are now used

in Menominee and stops are made on the near crossings.

Detroit made a net profit of \$20,000 this summer on the refectories and boat liveries at Belle Isle.

The Commerce Club of Adrian has elected Frank W. Prentice as President and Arthur V. Riddle as Secretary.

A contract has been let for building a \$40,000 milk condensary at Wayland.

Dowagiac has opened night schools and among the students are twenty foreign speaking men and women who are learning their A. B. C.'s in English.

The Committee of Twenty-One, which is a live commercial body of Traverse City, has resumed its fall activities.

Frank A. Gause is the new Superintendent of schools in Bay City.

The city tax rate in Muskegon this year will be \$31.12 per \$1,000 assessed valuation, or \$31.45, including 1 per cent. collection fee.

The Blodgett Rubber Co., St. Joseph's new industry, has started operations and when running full will have a capacity of 2,400 automobile tubes daily.

Almond Griffen.

Coming Conventions To Be Held In Michigan.

November.
Michigan State Sunday School Association, Adrian.

Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

December.
Michigan State Potato Association, Grand Rapids.

Michigan State Grange, Battle Creek.
Michigan Bricklayers, Masons and Plasterers' Association, Jackson.
Michigan Bee Keepers' Association, East Lansing.

January.

Michigan Tax Association, Detroit.

February.

Michigan State Association of County Drain Commissioners, Lansing.

Michigan Association of Commercial Executives, Ann Arbor.

Michigan Retail Hardware Dealers' Association, Saginaw.

Michigan State Retail Club, Detroit.

Michigan Retail Grocers and General Merchants' Association, Lansing.

March.

Michigan Sheet Metal Contractors' Association, Grand Rapids.

Michigan Master Steamfitters' Association, Detroit.

Michigan Press and Printers' Federation, Grand Rapids, 11-13.

April.

Michigan State Association of the Master Horseshoers National Protective Association, Grand Rapids.

Michigan State Bowling Association, Grand Rapids, 17.

May.

Michigan Camp Modern Woodmen of America, Flint.

Grand Conclave, F. & A. M., Bay City.

Michigan State Association of Post-office Clerks, Grand Rapids, 31.

July.

Grand Commandery of the Knights Templar (Colored), Detroit.

Michigan Retail Jewelers' Association, Kalamazoo.

Michigan State Association of Stationery Engineers, Jackson.

Michigan State Firemen's Association, Petoskey, 13-15.

August.

Michigan State Association of Local Fire Insurance Agents, Jackson.

September.

Michigan State Medical Society, Grand Rapids.

Michigan State Association of Methodist Churches, Hastings.

Michigan State Association of County Superintendents, Ludington.

Michigan Federation of Labor, Traverse City.

October.

Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

Michigan State Association of Osteopaths, Grand Rapids.

ROYAL

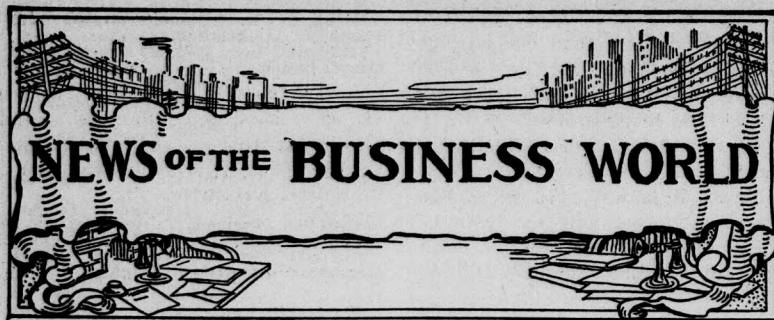


A display of ROYAL BAKING POWDER means sure, steady sales

If you will keep ROYAL BAKING POWDER prominently displayed in your store you will surely increase your sales. Your customers are constantly being told about the quality and purity of ROYAL BAKING POWDER through many advertising mediums, and when they see it displayed in your store it is the last reminder of the proper baking powder to buy.

ROYAL BAKING POWDER is recognized as the best baking powder and the best selling baking powder, and in the end will pay you larger profits pound for pound than any other baking powder made.

ROYAL BAKING POWDER COMPANY, NEW YORK



Movements of Merchants.

Edmore—Edward Miller has opened a restaurant.

Lexington—H. D. Arnot has engaged in the grocery business.

Paris—The stock and general stock of Hurst Bros. were destroyed by fire Nov. 2.

Camden—Fire partially destroyed the Lewis Canfield bakery and stock recently.

Owosso—M. C. Lathrop succeeds Nutson & Lathrop in the grocery business.

Holland—Wm. Vander Zee succeeds H. Telgenhof in general trade on R. F. D. No. 10.

Escanaba—The South Shore Cedar Co. has changed its principle office to Dollarville.

Ionia—J. A. Mason has engaged in the grocery business at 374 North Jackson street.

Howard City—Charles Puffpaff & Son succeed Bruce A. Potts in the garage business.

Three Rivers—E. E. Bolinger succeeds Mrs. W. B. Hoisington in the grocery business.

Charlevoix—Peter Smith has sold his bakery to William H. Provost who will continue the business.

Hancock—Fire damaged the Daniel A. Holland sausage factory to the extent of about \$500 Oct. 29.

Pellston—Evans & Hicks have closed out their stock of confectionery and will retire from business.

Stockbridge—W. S. May is closing out his stock of agricultural implements and will retire from business.

Traverse City—Thieves entered the J. S. White grocery store Oct. 28 and carried away considerable stock.

Gaylord—Charles York and son, George, have purchased Hotel Delmont and will continue the business.

Dryden—William Wilson and son, George, have opened a meat market in connection with their cream station.

Lake Odessa—Orven B. Garlinger has purchased the C. F. Mohrhardt & Co., meat stock and taken possession.

Fremont—The G. E. Hain Co. has added a line of furniture to its stock of hardware and agricultural implements.

Kalamazoo—Van Peenen & Schrier have opened their clothing store at their new location, 117 East Main street.

Grandville—R. Freshour has recently moved his grocery stock into a new building erected for him at the same location.

Kent City—The ice cream business conducted by Clark Gilmore is now in the name of his wife, Mrs. Ida Gilmore.

Benson—Charles A. Benson, dealer in general merchandise, was married recently to Mrs. Martha Hulbert, of Ogemaw.

Grand Haven—Thomas W. Stringfellow has engaged in the restaurant business under the style of the Colonial Cafe.

Lowell—J. W. Brunthaver, of Ithaca, who recently purchased the R. E. Folk & Co. bazaar stock, has taken possession.

Petoskey—Burglars entered the Smith & Lake grocery store Oct. 29 taking over \$8 from the cash register and some stock.

Jackson—Thieves entered the Reid & Carlton implement and vehicle store Oct. 30 and carried away considerable stock.

Ionia—A. H. and H. T. Green have opened a second-hand store on South Second street under the style of Green Bros.

Baxter—John Smith has sold his lumber, shingle and feed mill to Geo. W. Parker, who conducts a general store at Kingsley.

Stanton—William Stefferson has purchased the north half of the Phenix block and will open a blacksmith shop Nov. 14.

Reading—H. A. Drury has sold his meat stock and store building to Charles Ewing, of Woodbridge, who will take possession Dec. 1.

Otsego—Shoplifters carried away articles of considerable value recently from the R. C. Eaton drug store and the J. A. Collins bazaar store.

Saginaw—Louis Sachse, for many years engaged in the junk business, died at St. Mary's hospital Oct. 27, after an illness of seven months.

Cheboygan—Mrs. Ira Smith, who lost her bakery by fire Sept. 1, has resumed business in the building recently vacated by Briggs & Beverly.

Concord—August Phillips has sold a half interest in his meat stock to Clyde King and the business will be continued under the style of Phillips & King.

Kalamazoo—F. N. and C. Hoag have formed a copartnership and engaged in the bakery business at 326 Burdick street under the style of Hoag Bros.

Monroe—Edward Steiner, who is associated with his father, William Steiner, in the hardware business, was married Oct. 28 to Miss Marguerite Stoddard, of Eaton Rapids.

Dollarville—E. C. Underwood has purchased the interests of M. K. and C. W. Bissell in the South Shore Cedar Co. and will continue the business under the same style.

Lapeer—Owing to inability to meet

its obligations when due, the Henderson Department Store filed a trust chattel mortgage. H. A. Eberline, trustee, is closing out the stock.

Montague—William Kasmiski, who has been in charge of the White Lake creamery for the past season, has resigned and will take charge of a similar institution in Big Rapids.

Detroit—The Detroit Accessory Co. has been incorporated with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and \$1,200 paid in in cash.

Hillsdale—Joe Croose has severed his connection with the Croose & Cooper meat market and engaged in a similar business of his own under the style of the South End meat market.

Marquette—The J. H. Foster Co., dealer in dry goods and women's furnishing goods, has remodeled its store building by putting in a new front and enlarging the window display space.

South Haven—W. E. Davis has sold his interest in the Davis & Putnam grocery stock to John Linsenmeyer and the business will be continued under the style of Putnam & Linsenmeyer.

Lapeer—A. J. Snover has purchased the interest of his partner, C. S. Nicholas, in the bakery and grocery stock of Snover & Nicholas and will continue the business at the same location.

Pewamo—The Pewamo Clothing Co. has opened its store after being closed for a month to enable Mr. Merrill to invoice the stock. Grandville Herman, of St. Johns, has charge of the stock.

Detroit—The Richmond Supply Co., dealer in general merchandise, has been incorporated with in authorized capital stock of \$10,000, of which amount \$5,300 has been subscribed and paid in in property.

Jackson—Alvin C. Kurtz and George Robertson have formed a copartnership and engaged in the meat business at the corner of Gage and Genesee streets under the style of the Quality Market.

Mulliken—F. J. Noble has sold a half interest in his harness, vehicle and implement stock to S. J. Coleman and the business will be continued under the style of the F. J. Noble Implement Co.

Marquette—E. Bertrand, who conducts a grocery, confectionery and cigar store at the corner of Third street and Hewitt avenue, has sold his stock to John J. Donahue, who will continue the business.

Jackson—Roy Larkin has sold his stock of confectionery and cigars to G. W. Franklin, who will add a line of periodicals and newspapers and continue the business at the same location on South Jackson street.

Pinconning—Thomas Cassidy, who conducts a bakery and confectionery store at Grayling, has purchased the W. H. Bengle bakery and will continue the business under the style of Thomas Cassidy & Co., with Gaylord Smith as manager.

Petoskey—Guy Osborne, who has been connected with the L. N. Over-

holt bakery and grocery store, has purchased the Carl Stevens grocery stock and will continue the business under his own name at the same location on Grove street.

Big Rapids—W. P. Almroth has sold his interest in the Bertrau Almroth Co. stock of general merchandise, to William Sanford, who is now sole owner and will continue the business with the assistance of his sons, L. C. and W. J. Sanford.

East Saugatuck—John Lubbers has merged his general stock into a stock company under the style of John Lubbers & Co., with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed, \$200 paid in in cash and \$7,800 in property.

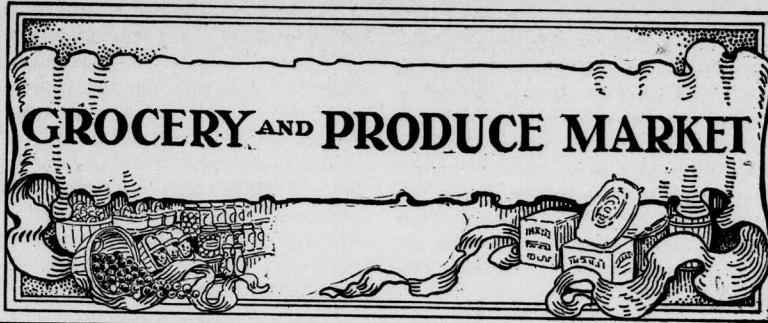
Clio—Owing to a large increase in business at the Clio Condensed Milk Co., several important changes have been found necessary in the present equipment by its management. Since early last spring, the plant has run both night and day in order to take care of the supply of milk.

Ionia—David Birchfield, formerly United States Express agent here, but who for some time past has been conducting the Moneyworth store, was arrested last Friday, charged by the officials of the Wear-U-Well Store Company with the embezzlement of \$527. He was released later in the day on bail, pending settlement of the case.

East Jordan—Fire destroyed three store buildings Nov. 1. They were occupied by Miss Genevive Senecal, with a stock of millinery and women's furnishing goods, M. Tyner, barber, Fred Bissonette, restaurant and pool room; Edward Alexander, soft drinks, and Lee Murphy, cigar factory. The losses were partially covered by insurance.

Corunna—The trial of the case of Frank L. Convis, trustee in bankruptcy for Clarence Shields, formerly an Owosso poultry dealer, against the Grand Trunk Western and the C., S. & M. Railways, has resulted in a verdict for the complainant of \$809.24. Shields started the action before being forced into bankruptcy. He claims that delay in handling a carload of chicken from Lennon and Durand to New York City in October, 1912, caused many of the chickens to die and the others to shrink materially in weight. The railroad companies will appeal.

Albion—Refusing to abide by a recent decision of the Supreme Court, Frank H. Mott has had his grocery store closed by Sheriff Frank Storrs. This business has been the subject of much litigation. The stock, which was owned by the Hall Brothers, now of Battle Creek, has been in the hands of Mr. Mott, formerly of Battle Creek, for the past two years as receiver, and he has been conducting the business under his own name. The Supreme Court decision ordered him to pay the Halls \$1,500, he to keep possession of the grocery business. Fritz and Jack McAdam, who recently started a thriving meat market business in the rear of the store, were forced out of business by the closing of the store and have sold their stock.



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. Owing to the tight money market the proportion of dealers who usually handle carlots is much lighter than in average seasons and the movement on small lots is showing additional activity in consequence of that fact. Values are very low on all varieties while the quality is uniformly excellent.

Bananas—The price is steady at \$3 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu.

Butter—The general tone of the market is on an extremely firm basis and several advances have been shown during the week. The supply of fresh made goods is running light in all markets while the demand has not as yet shown any falling off on goods suitable for table use. The firmness shown is reflected to the low grades also and packing stock is active. Fancy creamery is quoted at 33c in tubs and 34@35c in prints. Local dealers pay 23c for No. 1 dairy 19c for packing stock.

Cabbage—60c per bu.

Cauliflower—\$1.25 per doz.

California Fruits—Pears, \$2.25 per box; Malaga, \$1.50 per box; seedless \$2 per box; Tokay, \$1.25@1.50 per box.

Celery—18c per bunch.

Cocoanuts—\$4.25 per sack containing 100.

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

Cranberries—\$5.50 per bbl. for Early Blacks and \$6.50 per bbl. for Late Howes.

Cucumbers—75c per doz. for hot house.

Eggs—Receipts during the week have been equal to the demand and the market has advanced in sympathy with general conditions. However, further advances are looked for although of a gradual nature. Cooler goods are being withdrawn to some extent and being sold at 2@3c dozen lower than fresh and are moving out in fairly good shape. The cooler weather has increased the demand for both fresh and storage stock and unless receipts become very much heavier stocks on hand will be materially cut into within the next six weeks. Local dealers pay 25c for case count and 26c for candled.

Grape Fruit—\$2.50@2.75 for Florida, all sizes. Each day's arrivals from Florida are better matured than

those heretofore coming and with a lower range of prices prevailing. The movement is a heavy one and the goods are smooth, heavy weight and good keepers.

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

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—Southern head, \$1.50 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 \$3.50@3.75.

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—There has been a good movement of stock during the week, but matters have not as yet settled to a satisfactory basis. Goods have been much easier to secure without an outlet for them and there are a good many hundreds of cars on track whose destination is as yet unsettled. It is anticipated that the cooler weather will cause buyers to lay in stocks for the fall and winter, but as yet the trade in this line has been under that of last year, notwithstanding the heavy crop to be marketed. 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—Trade has been active during the week, supplies from the country being in larger proportion. The cool weather has also increased the demand. It now looks as though the level for fall prices had been reached especially on young and old chickens. There is a better enquiry for turkeys, ducks and geese, although values show no change from the opening of the week. It is advisable at this time that country shippers should make all effort possible to have producers fatten their stock for the coming holidays, especially as Thanksgiving is less than four weeks away. Local dealers pay 10c for springs; 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—50c for green.

Turnips—50c per bu.

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

The Grocery Market.

Sugar—New York refiners are offering granulated at 5c, which automatically reduces the price of Michigan granulated to 4¾c. The trade is suffering from the aftermath of a wild boom subsequent to the inauguration of the war, when rash conclusions as to the shortage of supplies were indulged in. Great Britain, in order to protect itself, purchased actively, and this sent local circles—from the refiner to the consumer—into a semi-panic, in the course of which the country took on a large stock of sugar against eventualities.

Tea—The market in Japan is now practically bare of stocks and the season may be considered closed. All teas for import were rushed out as fast as possible to obtain shipping space on the few vessels to be had and a large business was done at the close at constantly advancing prices. Ceylons and Indias continue to advance. War risk insurance rates are reported to have again advanced. Chinas show a scarcity of many grades. Javas have advanced to almost prohibitive prices and are held in Amsterdam at fully 10c higher than last July, shipments having practically ceased from Batavia for the time being.

Coffee—The demand for Rio and Santos coffee is light and for actual wants. Prices are nominally unchanged from a week ago. The financial situation in Brazil is said to be improved somewhat, but it still has some ways to go before it will be good. Java is unchanged and quiet. Mocha is getting down to a normal basis, and sales have been made during the week in a large way at 22½c which is 7c below the highest war price.

Canned Fruits—There is little doing in any line at present on orders from the consuming trade. California fruits are fairly steady and without quotable price changes. Southern fruits favor the buyer. Pineapples are dull and easy. Gallon apples are unsettled, but the best packers are not disposed to meet the present market.

Canned Vegetables—Southern packers of tomatoes who have been in need of ready money and who have been selling part of their pack at 5@10c a dozen below cost have been about cleaned up. The local demand is slow and jobbers are covering only actual requirements of the moment and most of them are still seeking concessions on the small lots they need. In peas the general tone of the market is firm and offerings of strictly standard stock at inside quotations are less in evidence. However, the demand from

distributors in this section is slow. String beans, especially in the better grades, are firm under limited offerings, but local buyers show little interest. In other vegetables business is on a hand-to-mouth basis, and, while the tone of the market as a whole is steady, prices show no quotable improvement.

Canned Fish—Pending arrivals of 1914 packing the spot market is inactive, with prices nominal. Maine sardines are still scarce, with less pressure to sell. Late advices from Eastport are to the effect that high winds and generally stormy weather have sent the receipts down to next to nothing. Few of the packers have anything to offer in the several varieties of oils or mustards for immediate delivery. The market has a strong tone and in some quarters an early advance in prices is looked for. Norwegian sardines are coming forward, but demand seems to equal the supply. Salmon of all grades are unchanged and quiet.

Dried Fruits—Prunes of the new pack are about ½c cheaper, due to lack of buying as much as anything. The demand is very light. Peaches are still about the cheapest food product on the market, but nobody is interested. Apricots are dull and unchanged. Raisins are steady, but the demand for new fruit is dull, owing to the quantity of 1913 fruit in buyers' hands. Currants are unchanged and quiet.

Molasses—The market is steady, with the distributors maintaining a waiting attitude. The receipts at New Orleans are increasing, and it is expected that prices will be easier, as the crop promises to show up larger than seemed possible a few months ago.

Rice—There has been a better business of late and the indications point to further improvement in this regard. The distributors are showing interest in the offerings of American Java and Japans, while the export enquiry is also picking up. The activities of the mills in the South prevents recession in price and, in fact, some grades are firmer.

Cheese—The market is steady, with a fair consumptive demand, and the market shows an advance of ¼c. The quality of cheese is very fancy and stocks are reported heavier than they were a year ago. The demand from abroad still continues good.

Provisions—There is some falling off in the consumptive demand for all cuts of smoked meats, and this has caused a decline of ¼@½c in everything. Pure lard is firm and unchanged, but compound is steady at ¼c off. There is only a moderate demand. Barrel pork, canned meats and dried beef are all unchanged and in fair demand.

Salt Fish—Norway mackerel is in good demand at about unchanged prices, although there is still considerable uncertainty about prices, as between the combine agents and the agents of the independents. Cod, hake and haddock are unchanged and fairly active.

OTHER MEN'S BRAINS.

One Way in Which Business Can Be Boomed.

Written for the Tradesman.

The business manager of the Weavertown Electric Lighting Company sat in his office trying to reason out why it was that he could get only about half the business in his town that the lighting company in a neighboring town of half the size was carrying.

As he turned the matter over in his mind the door opened and Hub Gordon, a local coal dealer and a personal friend, stuck in his head.

"Going to the Prosperity League meeting?" he asked.

Charley Browne, the electrician, shook his head. "What would I go there for?" he enquired. "I'm not a merchant."

"Neither am I, when it comes to that," said Gordon. "But I saw a notice in the paper that the Merchants' Prosperity League invites all the local business men to come to the next meeting and join, so I thought I'd drop in and see what they're doing."

"Well, run along, and if you find any signs of prosperity there let me know. Prosperity in this town is represented by the letter 'x.'"

Gordon did go to the meeting, and he found that while the merchants of Weavertown had succeeded in getting together an organization quite representative in numbers, it did not seem to know what to do. The meeting was an appeal for ideas.

The President stated the object of the League, the promotion of prosperity in Weavertown, and then he asked for suggestions as to how prosperity might be developed. There was no Niagara of ideas as a result. In fact, only two men had the courage to say anything, and they merely said that they thought something ought to be done, because the towns around were all getting after their business, and Weavertown was beginning to feel it.

The meeting broke up without the appearance of any Moses, and Gordon came back to Browne's office and sat down without a word.

"I don't see any large lumps of prosperity protruding anywhere," said Browne, rather sarcastically.

"Charley," said the other, "I believe the fact that there was nothing done at that meeting has impressed me more than it would have if the occasion had been a great success. Here we are, a full-grown city with reasonable opportunities, and we have no big retail stores, no big manufacturing businesses, no big workshops, no big coal dealers, no big producers of electricity, not a sign of a big anything. Why is it? Haven't the people of Weavertown as much brains as the people in other towns? Why can't we grow? If we can't grow as a city, why can't some of us grow as individuals?"

"Search me," responded Browne. "I know why I can't grow. I can't sell juice enough, but I don't know why you can't, or why Joe Dippel can't, or why Tim Tripp or any one of a hundred more can't."

Gordon sat in thought a few minutes and then said:

"Say, Charley, I know I'm not a big dealer, but I'll be darned if I think much of being classed along with Joe Dippel and his one-horse eating house, or Tim Tripp and his little cigar store."

"Well, you don't grow; they don't grow. It's merely a difference in relative size. When a man reaches a point where business shows that he can't make it grow into a big one there isn't much difference in my mind between him and the other fellow who stopped a little farther down the ladder. A difference of a round or two when none of you are in sight of the top isn't very material."

Gordon lit a cigar and thought some more while Browne put his books into the safe. He wasted no time accusing the electric light man of not growing because he was too much interested in the situation to be considering repartee. At last he spoke, as if thinking aloud:

"Well, I don't know as I'm to blame for what I don't know, but other men keep their business growing, and if they do why can't I?"

"You can't because you haven't those other fellows' brains," said Browne, with a laugh. "Give it up, Hub, and let's go over to the club and have a game of pool."

They went and played the game of pool, but Gordon's mind kept reverting to that last taunt, "You haven't those other fellows' brains." He went home with this running in his mind, and he woke up the next morning to ask himself at once, "Why can't I get those other fellows' brains? Why can't I buy their ideas? There must be some way of getting other men's ideas to work for me."

Gordon's mind worked slowly, but it worked logically, and once started it usually worked on a problem until it solved it.

"I can't hire other and more successful coal dealers to work for me any more than any of our other business men can step right out and hire more successful men in their line to come and show them how it is done. Anyway, I don't need the men. All I need is their ideas."

That morning a prosperous farmer drove up and loaded on a couple of tons of chestnut coal, and as he was paying for it Gordon noticed a large bundle of papers on the wagon seat. "You get a lot of mail," said he, by way of conversation.

"That's how I got my start," said the farmer. "Say, Gordon," he said, "you remember when I never bought more than a barrel of coal at a time, and had hard work to pay for that. Now I've got a furnace and I keep warm and use all the coal I want to, and have the money to pay for it, and that bundle of mail might explain the reason if you could look into it. The reason is farm papers. I used to read nothing but the county papers and the almanacs and I was an almanac farmer. Now I read the farm papers. I'll bet I don't pay a cent less than ten dollars a year for them, and if I knew another good one right

now I'd add it to the list. That's where I got hold of the ideas of the fellows who knew how to farm it right, and now I calculate I farm it about right myself. Git-ap!"

Gordon pricked up his ears. As he went into the office the telephone rang. "Hello!" he said in reply.

"Hello! Is this Gordon's Coal Yard? Well, send me six tons of stove coal to 447 Main. This is Tim Tripp.

"Haven't you moved?" asked Gordon. "Your number was 427."

"Yes, I'm moving into that new store in the Prudential building. I've got my business growing so fast I can't handle it in the old joint. I just took a tumble to the fact that I've been asleep all these years. I've come to life now all right."

"Give me the secret," said Gordon.

"No secret about it," said Tripp. "I just found I didn't know it all, and so I've got to using other men's brains. It costs me meebby ten dollars a year to get 'em, but, by George, they brought me ten hundred last year! As long as I can get plenty of good tobacco trade papers and other business magazines I ain't afraid I can't get ahead now. Good-bye!"

"Ten dollars' worth of other men's brains!" thought Gordon. "Two of them have tried that investment and made good. Humph! Here I've been kicking every year over paying for that one little coal trade paper that I get—and never look at it either. Well, I needn't complain at being classed with Tim Tripp if he doesn't kick."

"I wish I'd known about this ten dollars a year when I went to that Prosperity League meeting and I would have told them all how to start something and how to start the town too, because one thing I do know and that is that if we can get the business men of this town under way as individuals, the town itself will be sure to move."

By the time the Prosperity League met again Gordon had received the first issues of trade and business journals, the subscription prices of which figured up to some \$10. And when he walked into the meeting and joined the League and Charley Browne with him, it was with an eye that bespoke the man sure of his position.

"Gentlemen," he said, when he had a chance to get the floor, "I want to say that I have found the way to boom Weavertown. We have all been trying to lift ourselves by our bootstraps, trying to improve our businesses with the same old ideas our grandfathers handed down to us. Outside in the big business world there are new ideas, boodles and slathers of them. I have spent \$10 this month getting a few of them and I already see where my ten is coming back to me and five hundred tens with it this year. Ten dollars a year for trade papers spent by every man in this room; printer, carpenter, blacksmith, contractor, and all kinds of business men and workmen as well as you merchants, will in five years make Weavertown the greatest little city of its size this side

of the Mississippi. Ten dollars looks big to some of you. It looked big to me, but when I found what it would do for me, found out in the very first issues of the journals I got, I wished I had spent that ten twenty years ago. How many of you will put ten into the same kind of an investment this week?"

Scarce a man failed to raise his hand, and to-day if you will ask Charley Browne where is the best lighting business he knows, he will tell you Weavertown, without stopping to think an instant.

Frank Farrington.

Editor Is in Bad.

An editor up in the Northeastern part of the State is in bad on account of the writeup of a wedding. The bridegroom was named Gunn and his father Abram Gunn. The girl's name was Smith. The editor turned in the copy to the office boy the last thing before going to press, then hurried to the train to be gone for two days. When the paper was printed the article was headed "Gunn-Smith," and went on to say that the bride was arrayed in a dress of "white mule" instead of white mull, and she carried a large "nose." The editor wrote that the groom was a well-liked son of A. Gunn, and the boy set it up "The groom is a wall-eyed son of a gun." The editor has never been able to square it with the Gunns and Smiths and all of them quit taking the paper.

Sugar-Beet Forecast.

The condition of sugar beets October 1 was 91.9 per cent. of normal. This forecasts a yield per acre of about 10.3 tons. The actual outturn will likely be above or below this amount, according as condition at harvest are better or worse than usual. A yield of 10.3 tons on the estimated planted area, 520,600 acres, amounts to 5,362,000 tons, or 52,000 tons less than was indicated by the condition of the growing beets on September 1, and the same as was indicated by the condition on August 1. Assuming an average abandonment of 10 per cent., the harvest would be about 4,826,000 tons of sugar beets. The production in 1913 was 5,659,000 tons of beets, which produced 1,466,802,000 pounds of sugar.

Hop Growers to Imitate.

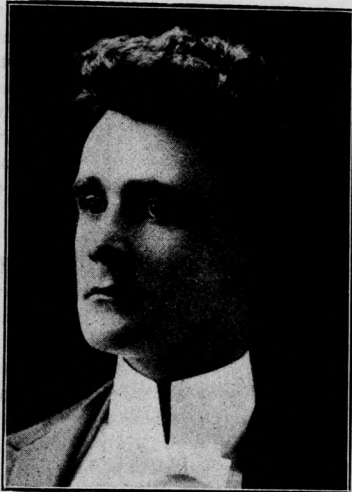
The methods of the California Associated Raisin Co. are likely to be emulated by the hop growers of California. In response to an invitation to explain his methods, President James Madison recently appeared before the hop growers and told them all about it and pointed out how to proceed with a practical organization. It is probable that the hop growers will work along similar lines. It is the intention of the new organization to co-operate with hop growers throughout California, and it will embrace Washington and Oregon. It is formed for the mutual protection of hop growers and the collection and dissemination of reliable information as to the status of the hop market.

Laziness is the disease that makes a lot of chronic invalids.

Death of Arthur H. Mills.

Arthur Hubert Mills, Secretary and Treasurer of the Ideal Clothing Co., died at the family residence, 1203 Hope street, Monday noon. The funeral was held at the family residence at 10:30 this morning, being conducted by Rev. Dr. Bishop. The interment will be in Mountain Home cemetery at Otsego this afternoon.

Mr. Mills was born at Galesburg, Sept. 3, 1863, being the oldest of a family of four children. In 1869 the family moved to Otsego, where the deceased attended the public schools subsequently attending business col-



ARTHUR H. MILLS.

lege at Kalamazoo and Valparaiso. When he was 16 years old he took entire charge of the office of a paper mill in Delaware, Ohio, which position he filled with satisfaction to all concerned for two or three years. He then returned to Otsego, where he associated himself with his father, Nelson W. Mills, C. I. Clapp and Dr. Henry Miller in the organization of the Michigan Manufacturing Co., and was elected a director and also Secretary and Treasurer of the corporation. The company engaged in the manufacture of clothing, overalls and blouses and in 1893 the headquarters were transferred from Otsego to Grand Rapids, when the name was changed to the Ideal Clothing Co. Mr. Mills continued in the capacity of Secretary and Treasurer and was active in the business until about two years ago, when he was compelled to retire on account of ill health.

Deceased was an attendant at the Park Congregational church, but was not a member of any of the fraternities. He was fond of his home and bore his long illness with commendable fortitude and courage. He leaves a large circle of sorrowing friends, including his father and mother, Raymond L. and Charles F. Mills, brothers, and Mrs. F. A. Williams, of Spokane, Washington, sister.

Quotations on Local Stocks and Bonds.

Public Utilities.		
Quotations only nominal	Bid	Asked.
Am. Light & Trac. Co., Com.	275	285
Am. Light & Trac. Co., Pfd.	101	105
Am. Public Utilities, Com.	35	40
Am. Public Utilities, Pfd.	60	65
Cities Service Co., Com.	38	42
Cities Service Co., Pfd.	52	55
Comw'th Pr. Ry. & Lt., Com.	50	55
Comw'th Pr. Ry. & Lt., Pfd.	74	79
Comw'th 6% 5 year bond	95	100
Holland St. Louis Sugar	4	5
Michigan Sugar	40	43
Pacific Gas & Elec. Co., Com.	35	37
Tennessee Ry. Lt. & Pr., Com.	9	11
Tennessee Ry. Lt. & Pr., Pfd.	50	55
United Light & Rys., Com.	40	45
United Light & Rys., Pfd.	67	70
United Lt. & Ry. new 2nd Pfd.	59	63
United Light 1st and ref. 5% bonds		89
Industrial and Bank Stocks.		
Dennis Canadian Co.	90	95
Furniture City Brewing Co.	50	60
Globe Knitting Works, Com.	130	135
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	115	120
Commercial Savings Bank	216	220
Fourth National Bank	215	220
G. R. National City Bank	174	177
G. R. Savings Bank	250	
Kent State Bank	250	260
Old National Bank	195	200
Peoples Savings Bank	250	

November 4, 1914.

There is a movement on foot in New York City to have a central place this winter where jobs can be matched with the applications. A clearing house of this sort for the philanthropic employment agencies would help materially and a number of the large private fee agencies have formed an association to consider it. If, on the daily balance sheet for such a clearing house, one agency has mechanics registered, and some other agency has jobs for these mechanics, the two agencies concerned divide the fees. The interest of employers and employed men would be served in this way. All over the country relief agencies are combining and co-operating, and employment agencies must do the same. They cannot increase the volume of employment, but they can see that a man is sent to every place that wants one.

Even a good idea will sometimes strike a man when he is down and out.

Credit Men Want Bankruptcy Law Repealed.

At the invitation of President Oscar B. McGlasson, of the National Wholesale Grocers' Association, a meeting of Chicago credit men was held last week at the Hotel Laselle to consider the workings of the present bankruptcy law and discuss what ought to be done to make it more satisfactory.

C. E. M. Newton, of Reid, Murdoch & Co., and E. L. Wedeles, of Steele-Wedeles & Co., discussed the shortcomings and defects of the law and advocated its repeal. Jay D. Miller, of Sprague, Warner & Co., and A. E. Bennett, of H. M. Hoyt & Co., although supporters of the law, admitted that it was not giving satisfactory results and advocated amendments to strengthen same and make it more satisfactory.

In the end it was voted unanimously to ask the repeal of the measure or to amend it very materially, as no one felt that in its present form it was satisfactory or effective. It will be recalled that Mr. McGlasson urged the repeal of the new law at the Louisville convention of the National Retail Grocers.

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

Buffalo, Nov. 4.—Creamery butter, fresh, 26@33c; dairy, 24@30; poor to good, all kinds, 18@22c.

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

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

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

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

Potatoes—New, 40c per bu.

Rea & Witzig.

Merchants who complain of Governmental interference and official "fusiness" are interested in the report that the Department of Justice has decided to drop its prosecution of the "Canteloupe Trust" and the Pacific Coast proceedings against certain local baking powder manufacturers who were accused of selling baking powder containing lead. There is much disposition to charge the Government with unfairness in bringing accusations with a flourish of trumpets, and dropping them with such secrecy that the vindicated defendants lose the moral effect of their clearance. Two

years ago a Federal Inspector in Los Angeles took up a shipment of Newmark Bros. baking powder, and brought proceedings against S. M. Newmark, charging that the baking powder contained salts of lead. The case, hung fire in the local United States District Attorney's office for the reason that the District Attorney was convinced that the Government's case was an imposition on the manufacturer. Last week the District Attorney asked that the case be dismissed. The infinitesimal trace of lead found in the powder came from the lead containers used by the cream of tartar manufacturers. The quantity was so small that it could not possibly do any harm. Like cases were brought at the same time against various other baking powder manufacturers, and it is said that it was the work of an overzealous and impractical inspector.

Joliet, Ill., is noted as the home of a state prison, but it has acquired another fame, if fame it may be called. Joliet is a bankrupt. In other words, Joliet is "broke." The mayor says he is disgusted and sick and tired of trying to get along on nothing, and that he is going to lock up and go out of business. The fire department is to disband, and the police stations are to be shut and bolted. Two days' supply of water will be pumped into the city reservoir, and after that no more will be furnished. No garbage will be collected, for there is no money to pay the collectors. The mayor says this is no idle talk, but the people of Joliet will be queer indeed if they allow their city to ruin its reputation in the way announced by the mayor.

Jerome K. Jerome, the English author and playwright, who is in this country, says that in his opinion the war will last many months and be followed by centuries of peace. He prophesies that the English will not capture Berlin in less than eighteen months nor later than three years from the beginning of the war. If he is correct in his view Americans will have a splendid chance to see their own country. The war has cut down foreign travel to a great extent and instead of going abroad next summer for a vacation thousands will go to some of the interesting places in the United States.

If ever you try Quaker,
You'll be a constant taker

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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.

November 4, 1914.

BLEEDING BELGIUM.

A most welcome announcement is that made by the Rockefeller Foundation, of its plans for the relief of the non-combatant sufferers in the war-stricken countries of Europe. The immediate shipment to Belgium of food supplies to the value of nearly \$300,000 is but a first installment of the great work contemplated. That the succor extended to destitute and starving human beings, although directed by no partiality as between the nations affected, will in the main go to Belgium for a long time to come, may be regarded as practically certain; and this not only because the suffering there is most widespread and the need most urgent, but for another reason even more vital. In all the other countries, the resources of the nation remain comparatively intact, and accordingly help, although not in adequate measure, is sure to be forthcoming in great quantity from the fellow-countrymen of the sufferers. In Belgium, almost the whole land has felt the devastating scourge of the war, its industries have been paralyzed, and a large part of the land laid waste by fire and sword. If the Belgians are to be saved from starvation it must be through the help from other countries. In taking hold of this great labor of mercy, the Rockefeller Foundation has gone about its task not only upon the large scale which its financial resources make possible, but with that intelligence, foresight and care which mark its operations generally, and which have characterized in general the philanthropic activities initiated by Mr. Rockefeller, thus vastly increasing the amount of good accomplished.

The one drawback that might possibly exist in the making of this great contribution is, as a matter of fact, non-existent. Were it not for the appalling extent of the need, the fact that the Rockefeller Foundation had taken hold might serve as a reason for ordinary contributors feeling less called upon to help. In reality, however, great as may be the sums which the Foundation will devote to the purpose, they will fall far short of supplying even the most desperate needs, not to speak of providing in anything like sufficient degree for the relief of those sufferers who are in

sore straits although not in downright danger of starvation. It is upon our country, alone of all the great nations of the Western world to be outside the range of war, that the duty and privilege falls of providing help upon a scale corresponding to the requirements of this world-wide calamity. All that we shall do, although we do our best, will go but a small way towards alleviating the unspeakable distress of millions of innocent human beings. Let every person contribute according to his means; and let the result be such, not only in its total but in the multitude of the persons participating, that we shall be able hereafter to look back upon the record with satisfaction.

LIVE AND LET LIVE.

The courteous plea to the beet sugar refiners of Michigan, published elsewhere in this week's Tradesman, will appeal to retail dealers generally as fair and reasonable, but it is not a problem that is wholly one-sided by any means. The beet sugar manufacturers face bankruptcy because of the recent reduction in the protective tariff and the prospective removal of all protection in the near future. When the duty on foreign sugar is entirely removed, the refiners will either have to suspend operations and junk their plants or induce the growers to produce beets on a lower basis than has ruled heretofore. Naturally, they are adopting any expedient at their command, as a drowning man grasps at straws, to retain their tenure on life and insure the continuance of their plants, which represent enormous investments. The Holland-St. Louis Sugar Co. presented the proposition of selling refined sugar to its beet growers at Decatur, Ind., to the wholesale and retail grocers of that section last season, on the ground that it must offer some substantial inducement to the growers to obtain sufficient acreage to warrant the operation of the factory. The proposition met with no particular objection on the part of either branch of the grocery trade and was therefore put into effect, with very unsatisfactory results. The same corporation has not adopted this expedient at its Holland factory, but is reported to have put it into effect at St. Louis. Competition for acreage is so strong in the Saginaw district that it is understood that all of the sugar factories in that locality are selling refined sugar to their growers as an inducement to hold them in line.

The Tradesman very cheerfully espoused the cause of the retail dealer in this matter because it believed—and still believes—that the refiners will meet the retailer half way by agreeing to limit the sale of sugar at retail to the actual requirements of their growers, so that complete demoralization in the sugar sales of the retail dealer may be avoided.

Better insure our bridges before burning them behind us.

Some people are not on speaking terms with their duty.

GRATUITOUS CONTRIBUTIONS

The story of the grocer who added a few hickory nuts to his sack of nutmegs in a certain sale may be an old one, but it illustrates the point indicated by the heading. The purchaser came back in a few days, filled with rage at the alleged cheat. He had heard of the Yankee who whittled out wooden nutmegs; and here was another sort of dodge along similar lines. The grocer replied that he had sold the nutmegs, and simply given him a handful of hickory nuts for the children.

Just the other day the same principle bobbed out again, with similar results. A woman bought a dime's worth of oranges and felt affronted by the discovery when she reached home that one of the four specimens of the fruit was commencing to decay. She brought it back, as voucher for her complaint, and demand that in justice to herself a sound one should be given in place of it. It was not so much the value of the purchase, she maintained as the fact that she had been so openly humbugged. The clerk who had insulted her dignity gravely informed her that the regular price was three for a dime; that he had given her the fourth one, as he saw that while a goodly portion of it was sound it was not a salable orange. She left the store chagrined and humiliated. While recognizing the intended kindness, her position was such that it is possible she may feel a bit ashamed to return speedily.

Who was to blame? In one sense, no one. Yet how easily the whole unpleasant affair might have been avoided. If the man who made the sale had only said, "I'll throw in this defective one free of charge; you'll be able to get some good out of it," there would have been increased good will on the part of the customer. When you are making gratuitous contributions, call attention to the fact. Your patrons do not all make a business of detecting variations in weight, or of knowing all the little fluctuations in trade. You deserve credit for the little attentions. Put yourself in a way to receive them instead of the reverse.

LOANS TO BELLIGERENTS.

Advances aggregating \$10,000,000 made by Wall Street banks last week to the French government through the purchase of nine months' 6 per cent. treasury notes represented the first instance since the war broke out of a formal loan by New York bankers to one of the belligerents. The transaction was a private one in the sense that the notes will not be offered publicly. The advances were made with the understanding that the proceeds should be used to pay for foodstuffs and merchandise being bought up by the twenty-three purchasing agents which the French government sent here a few weeks ago. In August last France arranged with New York bankers for an interchange of credits covering \$16,000,000 in return for a similar sum available in Paris to make possible outlays for Americans in Europe.

Loans of this character have fre-

quently been arranged in this country by nations at war. Most of them—as in the case of the \$130,000,000 American allotments for the three Japanese war loans in 1904 and 1905—have been formal offerings of long-term bond issues. On the three occasions when the British government applied to this market during the Boer War in 1900-1902, the offerings resulted in the purchase of \$208,000,000 consols, exchequer bonds, and treasury notes by institutions and private investors here. Germany, within the last six weeks, also made overtures to secure American support for its billion-dollar war loan. These were unsuccessful, owing in part to the stand taken by this Government against public loans to belligerents last summer at the time that France desired to sell a \$50,000,000 bond issue in this country. Since then there have been rumors that Germany was seeking a private loan here, such as France put through last week.

FUTURE OF WHEAT TRADE.

Exporters and others who have studied the grain situation closely advance the belief that it is rather a question of how long the supply will keep up, than a question of demand. Demand is regarded as likely to last many months, while they are uncertain as to the supply. From present indications the surplus supplies in the United States will be cut down to small proportions by the end of the crop year. Should there be an unfavorable crop season next year, it would mean shorter supplies and high prices. It is the belief of many trained men in the trade, that the war in Europe will result in very dear wheat for a year or more. How high this and other grains will actually sell, no one is in a position to tell definitely. But no permanent decline is looked for.

Taken as a whole, the grain situation has no precedents. All leading nations of Europe have never been at war at the same time. Russian exports have never been shut off, except on the one occasion when that country prohibited them because of a disastrously short crop. Home supplies in Europe are far below last year, while waste and loss has been so large that it is a wild guess to attempt to estimate. In France alone there are 1,500,000 acres immediately in the war zone. Belgian crops, which run to fourteen or fifteen million bushels, have been destroyed, and Germany and Austria are consuming their own supplies so fast that prices for wheat in their markets are quoted around a \$2 per bushel level.

Money is not baggage, according to a court ruling. A Texan who sued a railroad for the loss of his trunk, has learned that currency or coin to the amount of \$25, which he had in his baggage, can not be counted in the value of contents. In the lower court the plaintiff recovered judgment for \$98.38, the cash being included, but the higher court reverses the decision and remands the case because of the inclusion of the money.

AIDING THE BELGIANS.

It is reported and presumably there is no exaggeration about it that the people in Belgium face famine unless help comes speedily from somewhere outside. Their plight appeals to Americans, and as well to civilized people the world over, because their suffering and hardship come about through no fault of their own. They fought, not because they wanted to, but because they were compelled to in defense. They thought Germany's word was good and that they had a treaty which protected them and found to the contrary, naturally putting up the best resistance they could. Belgium has been the principal sufferer, its people killed and its cities devastated, the crops eaten or destroyed, and starvation stares at them unless charitable civilization comes to their aid. The United States can and ought to do and doubtless will do a great deal to alleviate this situation, which is surely deserving.

Whenever appeals from the unfortunate of foreign countries come to America, they are sure to meet with a generous reception and response. Flood, famine and fire have evoked liberal donations, but it is believed there has been no previous instance in which the conditions were more appealing than in this. The belligerents have consented that food may be sent to the Belgians, provided it is consigned to the American minister there, he taking charge of its distribution. This Mr. Whitlock is willing to do, and he will undertake the great task cheerfully and doubtless do it efficiently. Help can quickest come from France, England, Spain, etc., that are near, but it will be entirely possible for Americans to gather and send shipments of food which will reach the Belgians in time. The United States is far removed not only from the scene but from the possibility of war, but it is an interested onlooker, anxious to render any service in its power to bring about peace if possible, and anyhow to lessen and lighten the hardships of the innocent sufferers. It would be eminently appropriate to establish Belgian relief committees in the several cities and sections of this country in order that a systematic effort may be made to render aid and assistance to those who need it so much.

The growing spirit of bitterness between Germans and British which is to be one of the saddest heritages of the world war is illustrated by the resignation of Prince Louis of Battenberg from the British Admiralty, because of his German birth and ancestry. That the government should permit so able an officer and so unusual a personality to retire under fire can only be explained on the ground that it has found itself so shaken by the press campaign against Mr. Churchill, and the public impatience with Jellicoe's policy of watchful waiting on the North Sea, as to make necessary some compromise. The cruelest rumors have been afloat about Prince Louis; it has been openly said in London that he was a pris-

oner in the Tower at the moment when he was working day and night at the Admiralty, and his nephews were offering their lives for the country in France. Really, if a man of this type is to be forced out of service by blind popular suspicion because of his birth, one wonders if somebody will not begin to recall how much German blood King George himself possesses and to remember that he is a first cousin of the Kaiser as well. It all bears an unhappy aspect; and so far from allaying the Admiralty's troubles is bound to create in thoughtful people's minds an impression of weakness at the point where England was supposed to be strongest. If Battenberg can be forced out now, would not Churchill have to go if a disaster were reported?

SELLING A HEATER.

There are times when certain goods sell themselves, as the umbrella and rubbers when a sudden pouring rain comes on, or the straw hat when mercury mounts to the nineties. And now is the opportune time to press the sale of stoves, especially the heater for the living-room. This is an article which one does not expect to buy every two or three years and the point that it is economy to get only the best material should be prominent. Cheap stoves are continually needing repairs. They may prove really a menace to the home through cracks which speedily come in cheap iron. Good material is the first motto, or should be, in the selection.

Your patron naturally figures closely as to the size which he wants. You have the data at hand which will tell just how many feet of space a certain stove will heat. He knows the size of his room and the remainder seems easy; but there is one feature which he does not understand and which you should not omit to mention—that estimates are usually made for the full capacity of the stove. In moderate weather this may prove all right, but when there comes the cold snap the stove must be crowded to the limit at the expense of much extra fuel, besides weeks of ordinary wear in the life of the stove. If the purchaser is made to understand that by taking a size larger, he can then run his fire at a lower rate except in the very coldest weather and thus more than save in fuel the extra cost, to say nothing of the inconvenience and wear on the stove of hard firing, he will readily see the wisdom of your advice and will be better pleased eventually.

If he fears the gas from hard coal, explain the secret of avoiding danger by opening all the drafts when filling the magazine, and thus allowing the bulk of the gas to go up the chimney. Be sure to explain in detail all the workings of every stove sold. What may seem clear to you is likely not to prove so in all instances to the one who is not a specialist. It is so much easier to guard against dissatisfaction than to correct the mistake later. Proper fitting and starting out is most of the game in the guarantee of satisfaction.

NATION'S ASSET IN BOYS.

Any idea or ideal which you wish to have dominate a nation must first lay hold of the thoughtful boys, the ambitious boys, the boys of vision. There is no more direct way to accomplish the solution of the most difficult problems which press upon the nation than to dominate the boys, the hope of the race, with right ideals and visions. The boys have the power "to let." Abounding in physical vitality, having the many unspent years, they constitute incomparably our most valuable asset. Moreover, they are so susceptible to impressions.

The age of youth is the age of laying the secure foundation; the vision-forming age; the age in which ideals are fixed that dominate; the age in which we rivet upon ourselves the habits that make us or undo us; the habits that enable a man to pass through the cross-currents and the undertow of the modern age; or the habits that result in disintegration and awful collapse.

The age of boyhood is the age that determines the future. What is the hope of the greatness of any nation? What is the secret of the greatness of any people? What makes a nation great is the character, the ideals and the spirit of the people; and history shows that character is determined in youth; that those ideals are placed high then; that that spirit is determined likewise by what happens with the ideals.

When we see the forces of sin and shame, which are working such frightful havoc on every hand; when we see the magnitude of these forces and note their zealous activity, their fiendish cruelty, and their infinite ingenuity, we do not wonder at what we find in every nation, even in our own country, in the way of the wreckage of the boys. The most visible thing about us in America is our material civilization. We find that men are increasingly intent on what they can see, hear, and handle; and the boys are tremendously impressed by it. This nation must be saved from crass materialism. If we are to do it, we must give the future leaders vision at the time when men receive visions that stay with them. It is our ideals, at last, that determine the other things.

THE ENEMY OF CIVILIZATION.

With the official intimation from Washington that the United States Government has ceased for the present its offers as mediator in the European war, comes the feeling of relief that at last our Government has recognized it may have misjudged the value of such services, and now perhaps may seek to help in some other way. As a people the best ideals are always sure to appeal to us, and on more than one occasion in our history has the tide of National morality come in very high.

How is it that now, as a nation, we are turning our backs on unspeakable woes; as a nation, lending deaf ears to as sad appeals as the world ever heard; as a nation, watching unconcerned a whole people driven from its

own land; as a nation, signing a treaty at The Hague in 1907 and in 1914 seeing it violated, and never uttering a protesting word; as a nation, making not one single effort to find out the right or wrong of the worst war the world has ever seen?

The President of Columbia University told his incoming class the other day, in alluding to this war, that the enemy of civilization was not the Slav, nor the Teuton, nor the Latin, nor the Briton, nor the Oriental, nor the American. "Militarism," said he; "there is the enemy."

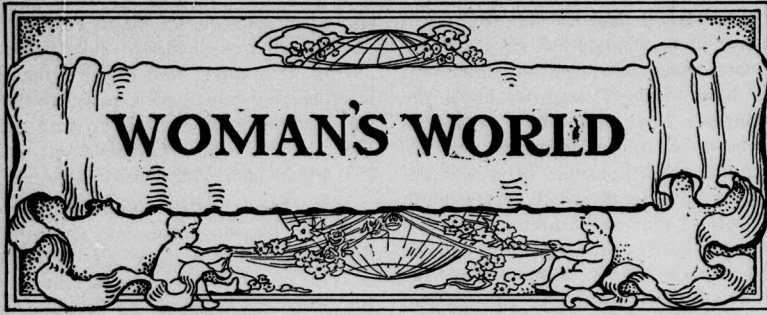
There are probably few unprejudiced persons anywhere now not agreed on this. If there is an enemy of civilization, that enemy must be a common enemy, and the cause against it must be a common cause.

The nations outside the ring of conflict are beginning to realize the grim issue that lies behind the fight and are sorely troubled as they wonder how much longer they may be justified in standing on the side lines while militarism wipes a country off the map, and other people bear the whole brunt of this death struggle for the freedom of the world.

One of New Haven's department store has some angry clerks. This is because a notice has been posted stating that employes who come into the store with the odors of garlic or onions on their breaths will be summarily dismissed. The notice also instructs the clerks that they must bathe at least once a week, that they must manicure their finger nails, keep their shoes shined and their hair neatly combed. The men clerks are told they must not use tobacco nor liquor even off duty, while cosmetics and rouge on the faces of the girl clerks are forbidden. There is no restriction on chewing gum, which is a great oversight on the part of the owners of the store. Dr. Mary Walker says she attributes her good health to eating at least one onion every day, but the New Haven store's employes are prohibited from using that tonic.

Red headed girls should not despair when the head of a Chicago business house will employ no others. He says a red headed stenographer is always a good one. She is quickest and by all odds the most accurate. If he can't have a stenographer with red hair he prefers to write out his letters himself. Blondes and brunettes have pointed out that red headed girls have bad tempers, but that makes no difference to the Chicago employer, for he says the quick tempers mean quick work.

Japanese manufacturers are going after China's hat trade. They have an eye to business and hope to secure the trade that Austria formerly had. The annual import of hats into China amounts to at least 300,000 dozens, and these chiefly came from Austria. The Japanese hatmakers are planning to monopolize the Chinese trade in headgear. They know what is wanted and are wasting no time in taking orders.



The Woman Who Makes the Most of Herself.

Written for the Tradesman.

There is much in what we call early opportunities. Put in concrete language the word opportunities means simply that the person, particularly the child or young person, enjoying them, has had done for him all that schools, colleges, teachers, tailors, dressmakers, society, a cultured home, association with brilliant and refined people—all that these can do.

Missing the best early opportunities, a life lacks something to the end. What may come later—fame, wealth, success in any of its many forms—never quite makes up. There is no intellectual person who failed to receive a college education but always feels the want of it. No one who has had to acquire the ways of polite society after the years of growth and maturity ever can bear himself with quite the ease and grace of one who was to the manner born. Truly there is much in early opportunities.

There is even more in natural gift. We see it demonstrated a thousand times over, that an ounce of real brains is worth a ton of culture. The universities must have something to work on, else their labors produce only insignificant results. The unschooled man of genuine native ability far outstrips in the great races of life the college graduate who happens to be a little light in the upper story. Nature surpasses art, in fact has art beat a mile, coming and going. Beauty in homespun is more lovely than plainness in silks, even though plainness has sought to supplement her shortage of natural attractions by all the devices of the toilet.

But even greater, generally speaking, as to results, and always more commendable from every standpoint than either excellent opportunities or extraordinary natural gift, is the disposition to make the most of oneself, the determination to utilize all in the way of training and culture that may lie within one's grasp, and to develop to the highest degree possible whatever germ of genius or talent or ability, Nature—perhaps a little chary of her beauty—has seen fit to bestow.

Let us try out this principle as it applies to women.

As a woman passes along from youth to middle age, she is so likely to let herself go down, physically, intellectually, in manners, in appearance, in dress, in everything. The ordinary occupations of the sex, at least as most take them, are somewhat narrowing. Born masters of detail, women are prone to let the pro-

cesses of the day's work absorb all their attention and consume all their energies. The home woman too often sinks into a household drudge—a mother who devotes herself utterly to supplying the mere physical wants of her family. The business or professional woman is quite as apt to degenerate into a slave to her profession or business; while the woman of wealth, with everything that heart can wish, is liable to make an even sorer deterioration than that of her sisters who toil, becoming simply a well-groomed idler, her mind sustained by such pabulum as is furnished by light novels and popular plays. Sometimes we are fairly shocked when we see at thirty-five or forty the woman whom we knew at twenty-one or twenty-two as a bright, promising, brainy girl, perhaps bearing proudly a well-earned diploma from her alma mater. Can this commonplace creature, grown indescribably rusty intellectually and out of practice in all her youthful accomplishments—can this be the girl for whom we built such hopes?

It is a fad now with the magazine writers to poke fun at the clubs and societies whose members essay a little self-culture. Devotees of Ibsen and Maeterlinck and Bergson are called "soaring spirits," and all the little absurdities committed by earnest souls in pursuit of higher things form a prolific theme for trenchant pens. But aren't they more sensible and saner, these people who are digging away at some subject or other, whose minds "have something to chew on" as the saying is—whether it is literature or art or music or current problems—aren't they a healthier and more inspiring lot than the sufferers from mental ennui, who feel it isn't quite the thing to manifest more than a languid interest in any subject under the sun; or than those hardly less pitiable human beings who have lost all real concern in everything but their work and possibly the money it may bring?

Having a friend in Michigan who for long years has been a notable worker in the Grange, I have with her on two or three occasions attended an "open" session of that order. Despite the adverse attitude of many members of the Grange to the "middleman"—which attitude doubtless often has been somewhat unfair and never free from needless acrimony—still I count that all Tradesman readers who have watched the growth and the work of this great society of agriculturists, will be ready to concede that it has been a marvelous means

of culture and development to farm men and women. Whatever failures the Grange may have made in its political and financial undertakings, as an educational institution it has been an unqualified success.

Many interesting and pathetic stories my friend can tell of people poor in purse and living on lonely homesteads, hungry alike for books and human companionship, to whom the Grange has been the one source of intellectual supply, the one outlook upon a larger life.

At one of the meetings which I attended, a little woman from a neighboring township was present, who had composed a clever song called "Swat That Fly." This was rendered in a pleasing and dramatic manner by some children whom she had trained. This woman was middle-aged and had spent at least twenty years of her life on a little place which her husband with her aid had cleared up from the virgin forest. Their means had been and still were very slender. Of self-denials and even hardships there had been not a few, and of heavy work always a superabundance. And yet this determined little soul had kept up her music—in all likelihood not on a piano but on an inexpensive cottage organ—she had kept herself bright in mind, witty of speech, ready and resourceful intellectually. She had, in so far as circumstances would permit, made the most of herself.

When I see the people who are too indolent to read a solid book, too

lazy to appropriate any of the wealth held out by libraries and lectures, which is to be had for the taking, people who let their brains fairly rust out for lack of use—I think of that little woman at the Grange meeting. She is an admirable type of womanhood. The children from such homes as hers are our best and brightest and bravest men and women.

Quillo.

The more dignified a man is when sober the bigger fool when full.

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are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

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Sales Bigger Every Year

And the Moral of it is: "Because the coffee is ALL RIGHT." It must be a mighty satisfaction for a manufacturer to be able to honestly and truthfully draw such a moral from existing conditions of prosperity as do our friends, Dwinell-Wright Co., of Boston and Chicago. Let the good work go on ad infinitum, and may the few dealers who are not now selling "White House" Coffee come right into the fold of companionship with this superb blend which makes "easy money" for the thousands of grocers handling it.

Judson Grocer Company

Distributors

Grand Rapids, Mich.

WHIPS SCARCE AND HIGH.**Long Time Before Raw Material Can Be Secured.**

A representative of the Harness Gazette has just investigated the condition of affairs by a trip to Westfield, Mass., where 90 per cent. of all whips of this country are manufactured. He finds the situation critical. The future supply of rattan, reeds and Calcutta rawhide are causing great anxiety. In fact, it is so serious that most of the whip manufacturers will have to close up after the first of January unless some means can be provided to import the rattan. Westfield requires over a carload of rattan each day to keep the mills running. We understand that most of this comes from Singapore, is shipped to Germany, where it is scaled and parts of it are used by the Germans in manufacturing toys, furniture and other goods. The remainder, suitable for whips, is brought to this country.

Now the war has affected these German importations, the same having entirely ceased and there is no prospect of any more.

It has been hoped that shipments could come by way of the Pacific Ocean, but the activities of the German warships there and the sinking of five British ships have stopped all shipments in this direction.

Rattan has advanced from 17 to over 30 cents per pound and none is to be had at that. Already the price of rattan whips has advanced 50 per cent. and a further increase is

contemplated. It soon will be a question not of price, but of getting the goods at all.

In regard to rawhide, which comes from Calcutta, the situation is a trifle easier, for the reason that there were large stocks in this country, but the price is bound to be affected if the war continues.

Cotton thread and yarn should decline in price, but still it keeps up so that little relief comes from that direction.

Efforts have been made to get goods through Antwerp and Rotterdam, but conditions are getting worse and worse.

One manufacturer told the writer he just turned down an order of 1500 dozen whips at the price specified by himself for the reason that he couldn't fill it and supply his regular trade, even at the advanced prices. Another manufacturer had old rattan reeds enough to last until December 1, 1914. Several could only go until November 1 with their present supply, while another thought, with the help of his emergency stock of finished goods and piecing out at advanced prices, he might ship until early next spring. One thought it might help somewhat by using the small stock of available cheaper rattan, but it must be remembered that street cleaning brush and furniture manufacturers are large users of rattan and consume so much that they drain importer's stocks.

Rattan is such a bulky product for its weight, together with its minor

importance in the commercial world, that it does not pay to load a ship entirely with it. In every instance it is used as a filler to a cargo of other merchandise, as it packs nicely and protests, thus making possible moderate ocean freight rates. This makes its importation all the more difficult at this time.

If dealers are able to purchase whips at anywhere near reasonable prices and think that the war will continue they should put in their stocks now for their winter supply or take care of their wants the best they can.

As one of the largest manufacturers states, the whip manufacturers were caught napping, like a great many other manufacturers, without the slightest intimation that there was going to be a European war. As a matter of fact, trade has been rather quiet during 1914 and stocks were very light, both in the hands of manufacturers and importers who control the rattan market.

What little stock there was was quickly bought up by the manufacturers at any price the agents asked for it, as they saw at once there would be no more importations as long as the war lasts.

One of the manufacturers, after being in New York hunting for rattan among the German agents, has reported that the German government for some reason or other has prohibited the exporting of reeds. This complicates matters further as the New York agents had hoped to get

reeds from Germany over the Holland ports. Even if the war ceases soon it will be a long time before any quantity of reeds can be secured.—
Harness Gazette.

Enterprise.

The tea companies were fighting each other for the trade of the town. The Bee Tea Company gave premiums with each pound of tea, while the Gee Tea Company did not. The result was that the latter concern was being pushed to the wall. Finally the Gee Tea people realized that they must give premiums or quit.

So after careful consideration, they decided to give a quart of milk with each pound of tea. Business picked up at once.

"I understand you give a quart of milk with each pound of tea," said a lady one day.

"Quite right," answered the manager.

"Well, I am Mrs. Ketcham of Holdem & Starvem. We operate a string of ten boarding houses here. I want 150 pounds of tea. Do I get 150 quarts of milk?"

"Why—er—I think so," stammered the manager. "Will you wait until I go back and look over the supply?"

"Madam," he whispered, "I have figured up and I find that if you will take 200 pounds of tea we can give you a cow."

We know some railway bridges that seem to be dependent on Providence and a coat of paint.

Loyal or Disloyal?

You appreciate loyalty to the trade.

You wouldn't handle a brand of baking powder sold to mail order houses, if you knew it.

AND you most certainly won't stock baking powder which is sold by mail order houses for the same price that the manufacturer of that powder sells you!

MANUFACTURERS OF BAKING POWDER who have been attempting to play both ends against the middle—get your business and that of the mail order houses—are being

Discredited Everywhere!

Grocers—investigate! Protect yourselves! Avoid baking powder listed in the mail order catalogues, or placed on the unfair lists by trade regulators.

Calumet Baking Powder is sold exclusively to retail grocers.

Eliminate unfair competition by pushing Calumet—

Profitable to you and declared by millions of American housewives to be The World's Best Baking Powder.

CALUMET BAKING POWDER COMPANY

Chicago, Illinois



Dudley E. Waters, Chairman of the Grand Rapids National City Bank, now owns 360 acres of land just east of the city. The holding comprises several parcels running from Michigan avenue drive south to Robinson road and includes three lakes. Mr. Waters has erected two silos with a capacity of 240 tons each and has planned to add three more silos of equal capacity in the near future. He has purchased a \$10,000 Holstein bull and is rapidly acquiring a herd of high grade Holstein cows, for which he is paying from \$300 to \$500 apiece. Mr. Waters' ambition is to create and maintain the largest and finest herd of Holstein cattle in Michigan and those who know him have every reason to believe that he will very soon accomplish this result. While he will find a market for his milk in Grand Rapids, he will not have to depend upon the proceeds of his farm to meet expenses.

The officers of the Spring Lake State Bank have announced they will commence the erection of a new bank building for Spring Lake this fall. They have secured one of the best building sites on State street from George W. Christman and promise to erect a handsome building of a new and unique style of architecture.

The Fruit Growers State Bank of Saugatuck has added another \$3,000 to its surplus. The capital is now \$50,000 with \$15,000 surplus and profit.

A dividend of 15 per cent. will be paid to the creditors of the defunct Josman Bank of Clarkston this month.

At a meeting of the Board of Directors of the Grand Haven State Bank, J. E. Lee and Peter Van Lopik were named directors to fill vacancies. Mr. Lee succeeds the late G. A. Farr, while Mr. Van Lopik takes the place of Carlin Vandenberg, resigned.

Albert Hoeksema, employed at the First State Bank of Holland for nine years, has received notice that he was appointed to a clerkship in the Treasury Department at Washington, D.C. He was asked to report at Washington as soon as possible. The appointment is the result of a civil service examination Hoeksema took last April, at which time he had the highest standing of any contestant in the State.

At the semi-annual meeting of the Northwestern Michigan Bankers'

Club, held at Traverse City last week, sixty members, representing twenty banks in the Grand Traverse region, were addressed by W. G. Edens, of Chicago, on "Group system of banks and how it benefits members." On request of the Michigan Bankers' Association, the question of forming the region into a group was taken up and acted upon by the Club endorsing the idea and organizing under the system. This district will consist of ten counties and will be known in the future as group No. 2. This is the first group in the State to perfect an organization. Officers elected for the new group are as follows: President, Leon F. Titus, Traverse City; Vice-President, J. F. Hofstetter, Frankfort; Secretary-Treasurer, E. P. Allen, Traverse City.

A very interesting illustration of the wandering of a bank check recently came to the attention of the Union Trust Company of Jersey City. The check in question was drawn by a depositor of a Secaucus bank to the order of a person in Jersey City. This person deposited the check with a trust company in the upper part of the city, which in turn forwarded it to its correspondent, a New York City trust company, for its account. The New York City trust company then forwarded the item for collection to a National bank in Newark. This latter bank forwarded it for collection to a trust company in West Hoboken. The West Hoboken trust company then forwarded it to a National bank in Hoboken, which in turn forwarded

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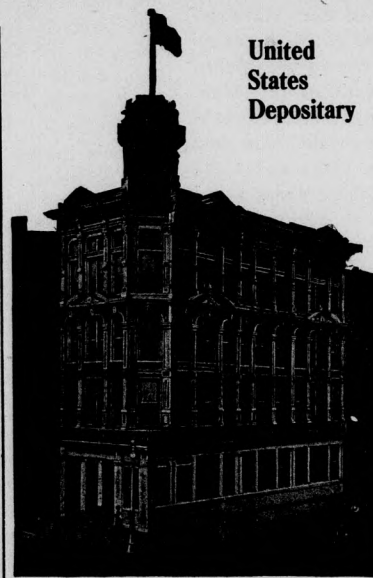
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J. C. Bishop,
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Deposit
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it for collection to a National bank in Paterson, whereupon the latter bank forwarded it to the Union Trust Company of New Jersey, who immediately presented the check to the Secaucus bank by hand through their regular daily messenger service. The check was for a small amount, and although it was originally deposited with a bank for collection within three miles of the bank on which it was drawn, it eventually traveled a distance of about sixty-six miles, consuming in the course of its travels eight days' time and at least 25 cents expenses for postage and carfare.

Now that the Secretary of the Treasury has announced that the twelve Federal reserve banks will open their doors one week from next Monday, the question has been often heard this week, "just what will happen when the new Currency law goes into effect?" The Secretary has stated roughly that \$400,000,000 reserve money would be released as soon as the new regional banks opened their doors. Others have placed the sum released at \$275,000,000, while the compilations given out by the Controller of the Currency showed that in the three central reserve cities of New York, Chicago, and St. Louis, \$116,000,000 of reserve money would be released.

The process will be better understood by showing just what will happen to the largest bank in the system when the new system of reduced reserve takes effect. This bank on September 12—the last occasion when the National banks made their report to the Controller of the Currency—showed \$51,000,000 cash in vault. This amount, on the basis of the present 25 per cent. required reserve, would support net deposits of \$204,000,000. Under the new reserve requirements the bank will have to carry only 6 per cent. of its demand deposits in cash in vault. Assuming that the balance of 12 per cent. (18 per cent. reserve in all on demand deposits being required) was carried in the Federal reserve bank, half of that sum could be paid over to the reserve bank in cash, and the other half, if desired, in paper eligible for rediscount.

To support \$294,000,000 net deposits under the new law only \$24,480,000 cash would be required. Deducting that amount from the \$51,000,000 cash now held by the bank, \$26,500,000 reserve money would be released. But 6 per cent. of the bank's capital and surplus must be subscribed for the Federal reserve bank stock, only one-sixth of the sum, however, to be paid in at once. That payment will call for \$596,450, which, with the reserve required, would be \$27,000,000 that the bank will have to set aside or invest under the new law. This sum deducted from the reserve it already carries, would release \$26,000,000 cash.

Taking the thirty-three National banks of New York City, the same method of calculation shows that un-

der the new law about \$88,000,000 of cash altogether will be released here when reduced reserve requirements take effect. The Federal Reserve Board has asked, however, that all member banks, so far as possible, pay over their reserves in gold or in gold certificates. Under the law, "any certificates. Under the law, "any Federal reserve bank may receive from the member banks as reserves, not exceeding one-half of each installment, eligible paper." Many banks in view of the Board's recommendation, however, may not avail themselves of this privilege, but may pay over cash as requested. Each bank will probably act independently in the matter unless the Clearing House Association recommends specific action by all contributing banks.

It has not been determined yet whether to discontinue publication of the weekly bank statement by the New York Clearing House. The Federal Reserve act provides that the Federal Reserve Board "shall publish once each week a statement showing the condition of each Federal Reserve Bank, and a consolidated statement for all Federal reserve banks." This statement must show in detail the assets and liabilities of the banks, single and combined, together with all information touching the character of the money held as reserve and the amount, nature and maturities of paper and other investments held by the Federal reserve banks.

Before the New York reserve bank begins business, the Clearing House Association will revise its reserve requirements to conform with the new law. A committee is now engaged with this work and the chances are that the entire constitution will be altered so as to meet the new conditions. In addition to the National banks in the Clearing House, there are thirty state banks and trust companies which will be affected by whatever changes are made in the Clearing House requirements. The same is true of each of the eleven other cities where regional banks are located, and where much remains to be done in the time which will elapse before the new banks are ready to start.

Columbus (Ohio) Catholic Columbian: M. J. Rogan, Detroit clothing man, was in Columbus during the week. Mr. Rogan only recently returned from his annual trip to Ireland. He had many amusing experiences on account of being suspected as a German spy. His boat, the Carmania, had eleven million dollars in gold and was convoyed into Queenstown harbor by two English bulldogs, each of them with over 1,000 men on board. Mr. Rogan represents Solomon Brothers & Lempert, of Rochester, N. Y. He sells goods in Ireland, England and Scotland, as well as in the United States. He was at one time interested in the Rogan Clothes Shop in Columbus.

Many things would go without saying if people had wisdom enough to let them.

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WHAT ARE YOU WORTH TO YOUR FAMILY?
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CLOTHING

Status of the Piece Goods Market.

Business has been by no means active during the past week, and salesmen one and all have stated that it was practically impossible to move stock goods. What the business needs more than anything else just now is cold weather. It has passed the stage of introductory supply and needs the urgency of demand actuated by conditions to lift it out of the difficulty of inactivity which surrounds it.

Business generally does not seem to be satisfactory, by any means, and there is no mistaking the spirit of pessimism which pervades the atmosphere surrounding the tailors to the trade. "The trouble is, one would imagine that the South is the whole thing in the business of the country just now, when it is very far from being so," says one.

There was a note of optimism in the reports of those who did mackinaw business in the Northwest. The good crops in that section and the free spending of money, the absence of discussion of the war, were points that were brought out by those who returned with a satisfactory business. Some, it is understood, did much better than they were willing to admit.

This, however, is not much of an indication of the general conditions, because the Northwest is a small section of the country, so far as population is concerned.

Sellers are unanimous in the belief that when money begins to move freely business will improve considerably. An indication of the new situation may be had in the number who are now seeking to obtain parts of contracts for overcoating, blankets or other fabric requirements of the foreign warring powers. It is the most interesting thing that is moving around the industry at the present time, and even those who scoffed at the idea of the foreign government placing contracts here are now trying to get in touch with those who are giving out these contracts.

Mills that can make blankets have been coming forward in numbers of late, and have been stating that they have a little spot in their annual run of business that they can fill in with some of this business. The great trouble is that these goods are wanted in large quantities, and it does not pay to bother with the small quantities that would interest these sellers, and only in an extreme would such a policy be followed. The mills of Canada and those of England are running day and night, and the opinion is beginning to be expressed by some

who have been attempting to get this business that none of it will be placed here because of prices.

We have sold quantities of wool to Canada, and will probably continue to sell large quantities. Whether or not there will be any considerable quantity of overcoatings sold, however, is another question. It is believed quite likely that the English government will attempt to keep its own people busy on its requirements, and while it is true, at least according to reports emanating from over there, that they intend to raise another million troops, and these troops will need uniforms, it is also true that they believe that it will take a time to train them sufficiently long to give an opportunity to make the uniforms they require.

Meantime, however, the demand for low-grade wools is putting up their price, and there is every reason to believe that it will cause the prices of low-grade wools to cross the prices of high-grade wools on the downward course of the latter.

The overcoating business here has continued, but it has been upon one line almost wholly, and that is Balmacaans. The suiting business has been much the same as it was before. Buyers have been receiving cancellations, and consequently it has not improved particularly of late. Buyers have shown no disposition to be apprehensive as a result of conditions or to fear any inability to get merchandise when they want it; in fact, they have been inclined to operate much as usual, as though they would be able to follow the same methods that they have in the past.—Apparel Gazette.

Do Away With Trying on Clothes.

A new German invention, recently introduced to America, aims to do away with the necessity of trying on clothes made by the tailor, by means of creating an artificial double which the tailor uses to drape the clothes on. The customer slips on a cheese-cloth or linen coat, whereupon the tailor proceeds to wrap gummed paper over with a special contrivance, consisting of a reel of special paper passing under a guide roller, past a wet sponge and over a serrated guiding edge. The paper is wrapped around the waist and passed over the shoulders, the edges made to overlap. The wrappings dry very quickly and become hard and impervious to air. When they have reached that condition they are slit up the back, a case having been obtained which is peeled off like an orange skin. The wrappings are then placed upon an inflatable

rubber bag of the proper shape and fastened in place. Next the rubber bag is blown up and the wrappings are filled out and assume the exact shape of the trunk. Once the measure has been taken in this novel and very accurate way, one may without being fitted order a suit of clothes with the certainty that they will fit, unless, of course, one has greatly lost or gained weight since the impression was taken.

How's This for a Fish Story.

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in advertising?"

"I'm ag'in' advertisin'," replied the proprietor of the Haysville Racket Store.

"But why are you against it?" asked the editor.

"It keeps a feller too durn busy," replied the proprietor. "Advertised in a newspaper one time about ten years ago and I never even got time to go fishing."

As Pat Expected.

Some time ago an Irishman and an Englishman went to the captain of a ship and asked for the privilege of working their way across the ocean. The captain consented, but asked Pat for references, while taking the Englishman on without them.

A few days later the pair were washing the deck, and just as the Englishman was leaning over the side to pull up a bucket of water he was caught in a huge wave and carried away.

"Captain," said Pat, going to that official, "maybe yez remember that whin Oi came on this ship yez asked me for riferences an' let that Englishman come on without thim."

"Yes," replied the captin, reflectively. "What about it?"

"Nothin'," answered Pat, triumphantly, "only he has gone off wid yer bucket."

To land in jail for taking things easy, that is the irony of fate.



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.

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SUCCESS IN TRADE.**Analysis by Man Who Failed in the Attempt.**Written for the *Tradesman*.

"Some men are fools."

It had been a long time since the genial speaker had sat himself down in the Corners store, beaming smilingly around upon the groceryman and his two companions, drummers from Detroit, who had been talking nothing but the glories of the City of the Straits and of Automobile Ford in particular.

Knowing the drummers, old Tom sat down for a chat. His first words rather startled his listeners. "Of course, I am not making this thing personal, gentlemen," proceeded the genial ex-schoolmaster, "but I referred to those chaps who essay business affairs, plunge into the tide, trusting to luck to fetch them safely through. You've heard of Wesley Strang's failure of course. Well, he was optimistic as the old Harry, but he was a fool all the same.

"He sold a mighty good farm to go into trade; although he made a fairly good farmer, he was a dead failure behind the counter. Lack of experience? No, that wasn't what ailed Wes. His ego was vast enough to encompass a continent, but he lacked tact and a few other things which go to make a successful merchant. How do I know?"

"Exactly," nodded the groceryman, winking at his companions. "You were, they tell me, a mighty good schoolmaster; as for mercantile pursuits you never tried your hand."

"That's all you know about it, Jim," chuckled old Tom. "I was in the business once. After I had trusted every blamed man from here to Muskegon and back, twice over, I took stock one morning and found myself several hundreds in the hole. I pulled out in disgust; haven't tried to skin the honest farmer since—not by way of middleman's profits anyhow. If I had my honest dues, Jim, I'd be several thousand better off to-day than I am. Never mind that though. Every debt was outlawed years ago and I lay up no hard feelings when I see some of those ancient debtors of mine, riding in their autos, slashing their dust or mud in my face as they dash by me as I plod along on foot."

"Ah, I see," and the nearest drummer touched old Tom on the arm. "It was to yourself you referred as you came in, Mr. Tanner."

"That's all right, boys," and old Tom joined in the laugh that followed. "Having been a failure as a merchant, it seems to me that I ought to be competent to tell of the quagmires and pitfalls connected with the business and to warn intending merchants how to avoid them."

"We agree to that, Tom," acknowledged the groceryman.

"My observation teaches me that successful merchant are, the same as poets and statesmen, born not made," continued the schoolmaster. "Of course, I am not contending for absolute perfection at the start. I admit that a man may learn much after his start; if he didn't he would be a poor sort wherever you placed

him. My contention is that a man must be in love with his business if he hopes to succeed in it. Yes, I admit it is the same in school teaching as well as in other callings. There is a lot of rot published in the farm papers nowadays about farmers' sons, as to why they won't stay on the farm. Most of these hothouse farm writers seem to agree that the boy leaves the farm because of the uncongenial nature of his surroundings and that if the home was made as pleasant as it ought to be there'd be few boys leave the farm for the city. Bless your heart, these wise-acres don't know a boy's heart when they talk like that. I want to exploit that subject some day, in a little talk, but of course wouldn't have an audience of farm editors to listen.

"Getting back to the merchant. When I came in just now I remarked that some men are fools, and I stick to that text. So many, many merchants are off the job one-half or one-third their time, it makes me smile to hear people wondering why so and so isn't prospering.

"Whoever has a business must needs be on the job a big share of his time if he expects results. I noticed in my youth, when I was a plodding school boy in the pine woods, that the jobber who worked with his men on one part of the job, whether it be the roll-bank, the road or in the woods hardly ever came out in the spring with a fat wallet. The reason for this was that the men he employed needed supervision, which the boss could not give if he

worked along with the hands as one of them.

"To oversee every part of the job it was necessary that the boss be free from personal toil, to go here and there along the whole line, over-seeing every part of the work every day, noting how things were moving, weeding out incompetents here and there, keeping tab on every part of the line. Now, as for merchants, he who is on the job all the time is the one to succeed. Let him show himself daily to his customers. When anything important is on tapis, such as the buying of a special line of goods, trust not the details to any clerk; be on the spot yourself, seeing to it that you get exactly what you want. In case any mistake has been made you can not lay it to one of the clerks, but will know that you are the one to blame, and this will lead you to keep tab on your own shortcomings thereafter.

"Have a personality about your store that attracts people. Give the store a name that distinguishes it from others. Let people know that you are glad to have them come in whether they purchase or not. Treat the youngest child with as great deference as you would an adult. Fill every nook and corner of the place with sunshine and laughter. Get the children and women to coming to your store and your success is certain.

"Strive to please without making a milksop or a servile lickspittle of yourself and you'll come out right in the end." Old Timer.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 2—The war scare does not have any effect on the new town of Johns Wood, on Drummond Island, which is one of the busiest places on the map at the present time and practically all built up within the past two years from what was known as an out-of-the-way neck of the woods alive with game but unknown to but few of the inhabitants outside of the immediate locality. The H. C. Johnson Company foresaw an unusual opportunity, as there was much timber on the Island, and Mr. Johnson, in company with Mr. Brooks, of Buffalo, the wealthy piano man, became interested to the extent of putting up what is now known as one of the finest sawmills in the United States, made of concrete with glass around the walls, making it practically a day-light building. The company employs between 150 to 200 men and is at present extending its own railroad throughout the settlement, going back into the timber operations on about three miles of track. A large force of men are engaged in building the railroad, which will possibly not be completed for the next two months. The large general store is practically completed with offices in the rear, in addition to the rows of dwellings for the employees. It also has a large boarding house to accommodate the single men and the traveling public. The company also has a daily boat running between the Island and DeTour and expects to have the telephone connections at the Island in the near future. F. S. Warren is general office manager, while E. O. Coy is the general purchasing agent and two busier men would be hard to find. However, they are equal to the occasion and are to be found on the job every minute, as they are both young men of pleasing personality. The company has made many friends and travelers are always pleased to make the trip at every opportunity. It is about two and one-half hours ride from DeTour through the most picturesque scenery in the country and from present indications it will be a rare opportunity for tourists to make the trip when spending their summers at Mackinac Island, DeTour and other resorts.

John McKay, manager in the general store of the W. H. Murner Lumber Co., at Raber, has returned from a trip to Kalkaska, his former home, where he spent a week hunting birds. John is one of the famous hunters with a reputation of bringing in not less than seven birds each day. Mr. McKay has been confined very closely to business during the summer and the much needed rest has had a marked effect on him, and he is now back in the harness until the deer season opens when he expects to do his share in extinguishing the deer in Raber county.

Colonel Fish, one of the best known capitalists in Chippewa county expects to spend the winter at DeTour, where he has been living in retirement for the past month. The Colonel is heavily interested in a large goat farm in the West which has been a very successful venture, enabling him to live a retired life regardless of the European conditions. Colonel Fish is one of the spryest men of his age in the country and his hobby is playing the flute, at which he is considered an artist of rare ability. Socially, he is very fond of the young folks and a general favorite in all social features. He is also a proficient dancer and a good entertainer.

The merchants at DeTour are optimistic over the winter situation this year, putting in larger supplies than last year. The fishing industry is showing a marked increase, while the timber operations are also starting

in on a larger scale and it is expected that DeTour as well as Raber will experience very satisfactory winter operations.

Dave DeMun, DeTour's popular hotel man, has purchased a new Maxwell auto with which to meet all the boats and also for the accommodation of guests wishing to take overland trips from DeTour. Mr. DeMun reports a very good summer business and is figuring on a good winter.

The Soo is to lose one of its prominent physicians in Dr. Gostanian, who expects to move to Detroit. The doctor was banqueted last week by the medical fraternity at the Park Hotel, at which practically every physician in the county was present. The doctor was very popular among the medical fraternity here and has made many friends while here who wish him every success in his new field.

John Dennis, son of Walter Dennis, the retired capitalist, had an unusual experience while calling on a farmer in his auto last week. After driving to the farm and putting the auto in the yard, where he went to look at some stock, Mr. Dennis found upon his return that the children playing around the auto had let all the gasoline out of the auto tank, and John was obliged to walk two miles to another farm house to get enough gasoline to bring him back to the city. The farmer accommodated him with a pail of gasoline which he carried back to the auto, but not having a funnel with him he was obliged to leave the gasoline stand while he went to borrow a funnel and when he returned he found that one of the cows had drank almost the entire contents of the pail, there being only about one quart left before the cow knew that her thirst was more than extinguished. What Mr. Dennis thought of the cow would hardly be worth mentioning, but he succeeded in getting back home with the small amount of gasoline left by the cow. Apparently, however, the cow is none the worse for the experience, as she was only indisposed for three days. This has been the first experience of this kind on record here.

The potato growers of Menominee county have formed an association with seventeen charter members. The purpose of the association is to grow certified seed potatoes and tend to increase the standard of the product in Cloverland. It is probable that the work of marketing and advertising will be carried on in a co-operative way and the association will adopt labels and slogans to carry out a thorough campaign for the potato industry.

Sidney O'Loughlin, one of Raber's popular business specialty men, is moving to Bay City with his family, where he expects to engage in business with his father, T. M. O'Loughlin, who is in the grocery business there. Mr. S. O'Loughlin was one of the best known residents at Raber during his five years stay there, and has made many friends there who regret his departure but wish the family every success in their new home.

The shingle mill at Stalwart has closed down for the season after a very successful season's cut.

The Cabbage Growers' Association of Baraga county, reports one of the most successful years in its existence, having sold forty-one carloads of cabbage in the Copper country, for which it received \$9 per ton. Last year the price was \$15. It still has a few cars left, which it expects to ship to Duluth. It contends that cabbage is one of the most profitable crops to be raised in Cloverland, as it requires but little attention and always finds ready sale at good prices. An acre of ground will raise from twelve to fifteen tons.

Victor Johnson, running a saloon at North Escanaba, received a call from what he thought the Carrie Nation brigade last week, but later found

out that it was only an auto which plunged through one of his front windows. The auto was driven by a lady, who apparently became confused when she met a few rigs at the turn. She was fortunate in escaping the rigs but smashed the window.

It seems that the deer fever is bringing out the Copper country hunters a little early this year and several of the enthusiastic hunters were harshly dealt with for getting too previous. The justice court of Iron Mountain imposed a fine of \$25 and costs for violation of the deer laws.

Geo. Madison, Libby McNeill and Libby's milk salesman, is calling on the trade in Cloverland this week, and says that this is one of the best milk trips he has had for some time. George is more fortunate than he was on his last trip, at which time he was laid up for several days at the hotel indisposed. He is now acclimated to this territory, which accounts for his being in unusual good health at this time.

Mun McLaughlin, general manager for McLaughlin Bros., feed merchants at Dafter, has resigned his position. The McLaughlin Bros. are putting up a new building in connection with their Dafter store. The structure will be of cement blocks throughout and will be a credit to Dafter when completed.

William G. Tapert.

German Militarism vs. English Navalism.

Germany has never won its victories in the fields of diplomacy. Its victories have been those of commerce and arms. If Germany had been as ably represented as England, many of the incidents which have occurred could have been avoided and the German side would have been more clearly understood and appreciated by the nations of the world.

What real foundation is there for this clap-trap slogan of "Militarism?" Germany has a system of compulsory military service, practically the same as France, Russia, and in fact most European nations. That its military organization was the best organized, the best equipped and the most efficient is certainly not a crime. That Germany was badly in need of such an organization is clearly proved by the present war. If efficiency and competence are not to be objected to, there can exist only two further objectionable features of a military organization; one the preponderating influence of the military party in the affairs of the country; the other, the military budget, which might become so severe a strain upon the resources of the country as to seriously hamper and endanger its progress.

Germany has been called "the nation of soldiers," which is correct to a certain degree. Germany is a nation of peaceful citizens, most of whom have been soldiers; not because they wanted to be soldiers; not because they wanted to spend huge amounts of money for military purposes; not because they wanted to pay high taxes; but as the present war has correctly proved, in order to protect itself and the fruits of its industry and labor from attacks by jealous rivals and competitors, who, by all means, fair or foul, have always been determined to retard or stop its progress. German militarism is for defence purpose only and is a menace solely to those who desire to interfere

with its peaceful pursuits and advances.

But what about English Navalism? The difference between German Militarism and English Navalism as well as the true underlying causes for which these two nations are fighting, is well expressed by their national anthems.

Not German Militarism, which exists to protect and to guard, but English Navalism, which exists to conquer and to rule, always has been and is now a grave menace to the peace of the world.

In a war such as the present European war, the question "who fired the first shot," is of little or no importance and has no bearing upon the actual causes of the war. These can be determined only by careful investigation and consideration of all the details and of all the happenings which preceded the war. Anybody capable of this careful and impartial investigation will readily arrive at the conclusion that the true underlying cause is the wonderful and unprecedented success of Germany's industries and oversea commerce at the expense of England's.

Sometime ago a law was passed which required that all goods manufactured in Germany should be stamped "Made in Germany."

The following clever slogan has been created:

"Not 'Germany made the war,' but 'Made in Germany' made the war," which as a brief argument fully describes the true underlying causes of the European conflict.

Hugo Lieber.

In Every Drop
of
Mapleine

we have put the quality
that gives lasting and
delicious flavor.

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

Crescent Mfg. Co., Seattle, Wash.

PROGRESS

You can't spend 32 years in one trade without learning something

It took all that experience—no end of scientific thought—thousands of dollars—and a whole year of experimentation to produce this match—the best the world has ever known—in every respect.



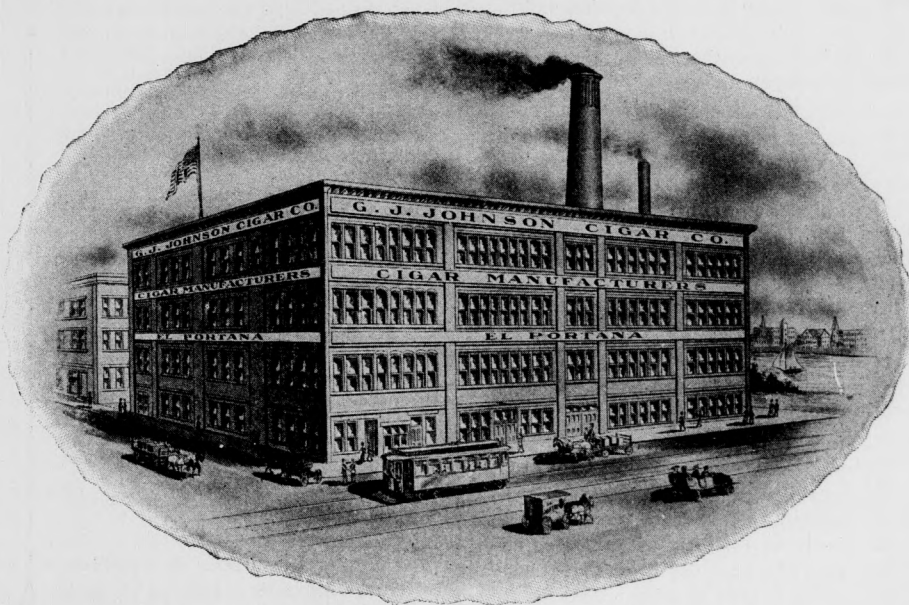
Any grocer who appreciates his responsibility and values the confidence and friendship of his customers—as we do ours—cannot afford to sell matches to his trade which fall short of the Highest standards.

**The Diamond Match
Company**

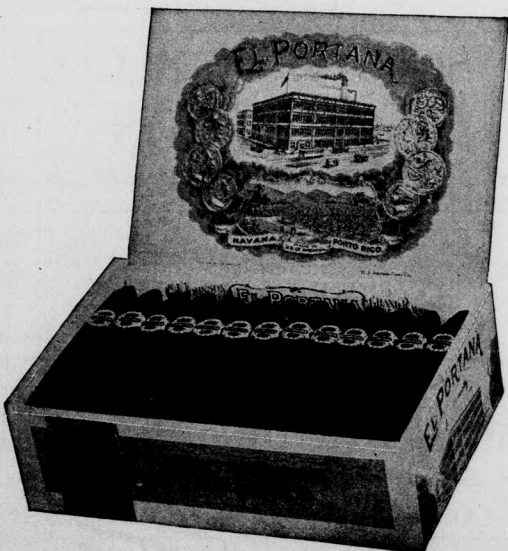
EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes

**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.





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.

Danger of Poultry Packing Becoming Centralized.

Unless chicken raisers give their encouragement and support to local poultry-packing establishments there is danger, poultry specialists of the Department of Agriculture feels, that the poultry industry will become as highly centralized as the beef industry in a few distant packing centers. In this event, just as the farmer with a few cattle to dispose of has to seek a market several hundred miles away or deal through the local commission man or agent who will buy live cattle, chicken raisers, unless local poultry-dressing and refrigerating establishments are maintained, will have to dispose of their product for live shipment to Chicago and other centers.

There are indications that the same evolution which finally did away with the local slaughterhouse, and in large part with the local butcher who killed for his own or nearby trade, may be at work to centralize all final handling of chickens for the great markets in big cities many hundreds of miles away from the productive field. In this event, of course, the farmer would no longer have the stabilized competition for chickens between the local or nearby poultry packing establishments and those who buy to ship live to Chicago and other cities.

With the exception of a small percentage of live poultry taken up by those whose religious scruples require them to eat freshly killed chickens, ducks and geese—and these shipments for religious purposes always must continue in competition with local and other dressed-poultry establishments,—the bulk of the live poultry shipped into Chicago and other sections is there killed and dressed and put on the market as dressed poultry. The poultry specialists believe that the poultry supply of large cities must come from shipments of poultry already dressed, and that as time goes on an increasing percentage of such poultry will be shipped in dressed form, while live shipments will gradually be limited to poultry needed for religious or special uses. The reason for this is that they believe that to give the cities the best dressed poultry local poultry-packing establishments in the producing sections should be encouraged, for the reason that

the nearer to the farm the live chicken is properly killed, chilled and packed the better will be its condition as poultry on arrival at the great market centers.

From the point of view of the consumer, the present tendency to ship live poultry long distances by rail is decidedly wasteful in actual food and in the cost of handling and shipping poultry in this form. Poultry shipped alive 400 or 500 miles, even under the best conditions of feeding in transit, loses an important percentage of weight, amounting in some cases to as much as 30 per cent. Chickens that have traveled long distances by rail reach the killing center in a much worse condition than live poultry which is simply sent a few miles to a local poultry-packing establishment. In the latter case chickens arrive at the poultry-packing establishment practically in farm condition and there are fed from a few days to two weeks, with a resulting increase rather than a decrease in weight. They are killed when they are in prime condition.

The local poultry packing establishment has been proved, in certain districts, moreover, to have a decided influence on the standard of poultry in that neighborhood. In some cases the local packing establishments have vastly improved the general breed of chickens by inducing farmers to replace mongrels by utility breeds which command fancy prices as dressed poultry in Eastern markets.

The Department specialists, therefore, are encouraging dressed-poultry men not to centralize their killing establishments, and instead of erecting one plant worth \$30,000, to draw from a territory with a big radius, are advising them to build instead three \$10,000 packing plants in three different centers, each looking to a supply from a territory with a smaller radius that assures arrival of live chickens in excellent condition. Under this plan the poultry packed and shipped is not only in better condition, the experts believe, but in addition, the three districts benefit by the investment and permanent location of an industry, and these industries in turn react favorably on poultry production in that territory.

At the same time, the department urges every local poultry packing establishment to install mechanical refrigeration, buy poultry on a quality basis, and thereby, by price and example, stimulate local poultry raisers to introduce first-class utility breeds.

Some men are always getting busy; but they don't keep busy.

We Should Make Our Own Swiss Cheese.

Philadelphia, Nov. 2.—Samuel W. Kennedy, of the firm of S. R., S. W. Kennedy & Co., says that domestic manufacturers are not taking advantage of the opportunity which the war has opened up to them to make domestic Swiss cheese as good as the foreign and that the current product is tough and generally shows unattractive quality. He says the domestic producers are missing the chance of their lives. The National Government, says Mr. Kennedy, has issued a pamphlet which says that American cheesemakers should take advantage of the present excellent opportunity to establish a reputation for their products that will outlive the present disturbance in international commerce. European cheeses have long been popular in this country, and it is a popular belief that they cannot be equaled by the domestic product. It is not yet possible to say to what extent this trade will be interfered with by the war, but it is certain that the imports for the current year will be much less than they have been in the past. There is no reason why some of this deficiency cannot be made good at home if the farmers will furnish the milk. Already American cheeses have been made which rank, in the opinion of experts, fully as high as foreign cheeses of the same class. The popular preference for the imported products, however, has hitherto prevented these cheeses from selling on their own merits in competition with European products. As long as the general public believes that the imported product is necessarily the best, the tendency on the part of the American manufacturer is inevitably to turn out goods that will sell because of their low price, not because of their quality. The best way to remedy this condition of affairs and to make friends for domestic cheeses of foreign type is for American makers to label their products frankly as American goods. This will give the consumers an opportunity to compare our best home-made products with the imported article. The result will be the removal of a long-standing prejudice and an added incentive for manufacturers to improve the quality of their products. It is thought that this can be done and the price still kept below that necessarily demanded for imported cheese. But any temporary advantage gained by the present situation cannot be maintained unless American cheesemakers work for quality of their products. Eventually, they will again be obliged to compete with Europeans, who for generations have looked upon cheesemaking as a fine art.

A man usually makes an exhibition of himself when he starts out to show people.

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry,
Calves, Butter, Eggs and Country Produce.
29 Woodbridge St. West
DETROIT, MICH.

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.

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.

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.
EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

ESTABLISHED
1891

CHAS. PLATTS

WHOLESALE DISTRIBUTOR OF NORTHERN GROWN
QUALITY OYSTERS SERVICE

JACKSON, MICH.

Correspondence
Respectfully Solicited

Apples and Potatoes Wanted

Let us know what you have

M. O. BAKER & CO.

TOLEDO, OHIO

No Such Thing as Test for Storage Eggs.

"There is not any test for storage eggs that I know of," says the egg expert of A. & O. W. Mead & Co., a man who has often been called into court to testify as an authority on the subject.

"I can tell one that is not fresh or one that has been limed or preserved, but not one that has been in storage, and I doubt if any chemist could swear to the difference. In court I have been obliged to refuse to take oath whether certain eggs were from storage or not. An egg from storage may show shrunken contents, and the shell not seem quite as bright as it could be, but eggs supposed to be fresh may look just the same. Most of the eggs put away are Western stock that never were equal to nearby hennery eggs. They are just about as good when they come out of storage as when they went in, no better and no worse."

"Then why do nearby fresh laid eggs sell almost twice as high as cold storage eggs at some times of the year?"

"Partly because of the prejudice against cold storage eggs. The law requires storage eggs to be sold as such. If I had eggs from storage that were new laid when put away they could not be told from nearby hennery eggs when they come out of storage. In fact, we have some in the cellar that are even better than fresh laid eggs at the present time, because they were nearby eggs when they were stored, and they were put away in the spring at the time when eggs have good body and flavor and are at their best in every way. These come out of storage full bodied, showing no shrinkage in the contents, and the outside shell as bright as a new laid egg. They could be sold for new laid eggs except for the law against it. A man might see them come out of cold storage and so know they were such, but if he were blindfolded, I defy him to determine in any way that they were from cold storage."

"But it seems hard to explain the difference in price."

"Many people will not use cold storage goods. There is a lot of poor stuff that comes out of storage and it has hurt the reputation of such goods, but the poor stuff was poor when it went into storage."

"How about keeping qualities? Say, comparing an egg not from cold storage that has been kept until its contents have shrunken a little. How will it compare with an egg that has been long in storage and has shrunken the same amount?"

"The storage egg will keep the best because it has been cooled thoroughly. The other egg has been kept warm and will be hard to preserve in good condition. It is not so much a matter of cold storage as to the actual condition of the egg. I can tell whether an egg is fresh, whether it may have been in storage or not, but I cannot tell whether its condition is due to keeping a short time outside or a long time in storage."

"From what you say, it would seem

that if the eggs were good enough when put away, they would in every way take the place of new laid eggs. Then why so much difference in price?"

"The storage eggs cost less and can therefore be sold cheaper. The law forbids substitution and honest dealers do not attempt it. If they sell cold storage eggs they are obliged to have a sign in their store announcing the fact. Of course, the average bulk of storage eggs is not nearly so good as that of nearby fresh-laid eggs, hence, the poorer reputation of storage egg is, in a way, reasonable, but I doubt whether any egg expert or chemist could say for certain that an egg had or had not been in cold storage by any test that could be devised."

Freezing Point Apples.

We have not before us exact figures on the temperature at which apples will freeze, but we believe there have been some experiments along this line which demonstrated that a temperature of 25 deg. F. if continued for a considerable time will freeze apples. It may be stated very positively that the protection afforded by the skin of the apple and by the package in which it is stored is no protection against freezing of the fruit if such temperature is continued for a sufficient length of time for it to penetrate thoroughly. When apples are hanging on the trees and the temperature falls for a short time only during the night, it is presumed that the fruit does not take the temperature of the air, as it necessarily takes some little time for the cold to penetrate or be conducted to the flesh of the apples. Twenty-five deg. F. will freeze apples if they remain in this temperature for any considerable length of time. It must be considered in this connection that apples hanging on the trees are also materially protected by the foliage. The apples retain some of the heat they receive from the sun during the day and as explained above it takes some little time for the frost to penetrate or, in other words, for the heat to be taken out of the fruit.

It should be understood in this connection that there is nothing very definite about the freezing point of an apple, as different varieties of apples, and at different stages of maturity, will freeze at different temperatures. Further than this, the protection afforded by the foliage on the trees is indefinite, some trees being very thickly leaved and others comparatively thin. Apples lying on the ground might freeze as quickly as on the trees, or even more quickly, but if protected by grass or weeds they might stand a temperature of 10 deg. below the freezing point of water as suggested, or even lower. Here again comes in the question of time. Fruit exposed to a low temperature for a short time only will not be frozen whereas if exposed to a higher temperature, perhaps for a longer period, it might be frozen solid.

Cold storage is a protector of food products—we all know that—but there

are many people who do not know that such products as eggs, butter, cheese and poultry should be stored under refrigeration at all times until they are consumed. These products are at their best when fresh and deteriorate with age, although this is not strictly true with some kinds of cheese.

Payment Deferred.

"I want some cloth to make my dolly a dress," announced a little girl of 7 as she entered a store the other day.

"How much is it?" she asked when the merchant handed her the package.

"Just one kiss," was the reply.

"All right," she said. "Grandma said she would pay you when she came in to-morrow."

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST

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

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.

Use Tradesman Coupons

Command your hand to guide the brush

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

As a beginner the student doubtless has used some kind of ready prepared colors. If he makes only a few cards and his time is largely taken up with other duties, he may prefer to continue with these as he attains proficiency. But if doing a large amount of show card work, he may like to economize by mixing his colors himself; in which case the following suggestions will be of value:

Swedish black, ultramarine blue, light chrome green, orange mineral, light permanent red and medium permanent red (often called light and medium perma), and flake white, can all be bought as dry pigments in powder form and in small quantities. Almost any paint dealer should be able to furnish them. For yellow get a small jar of distemper color. Medium chrome, which is a bright, fairly deep shade of yellow, will be found best for most purposes. You may not need both of the shades of red mentioned. The medium perma is the handsomer, but some prefer the light, which is more of a scarlet.

With this little assortment you can make about all the shades you will require. For cream, add yellow to white. If a flesh color is wanted, add also a trifle of red. For gray, dark or light, add more or less black to white. Other tints will suggest themselves. White tinted with a little turquoise is very pretty. You can get turquoise in the distemper form. If dark greens are wanted, add black to

the light chrome green. For brown, add red and black to yellow, varying the proportions according to the shade desired.

The student will understand that each pigment should be mixed with water and mucilage by itself before attempting a combination. The distemper colors, however, need no preparation before adding to white to form a tint, the white having been properly mixed.

For mixing each of the colors above (except the flake white), place the desired amount in a color cup and add a little water and some common mucilage. Stir into a thick paste and add more water, still leaving it rather thicker than for use. After it has stood over night or at least a little time for the mucilage to become incorporated, try it out with your brush on a scrap of cardboard, to see whether you have used enough mucilage. The mucilage is the "binder," or what holds the color to the cardboard. Just enough is required that the color when dry will not rub off if rubbed with the finger. Too much will cause the brush to pull together at the tip and hinder the work. The amount of mucilage needed is quite a fraction of the whole bulk, but it is not necessary to weigh or measure. Add and try out until you have it right.

Most colors work better if prepared at least overnight in advance, and become better and smoother with use. Thorough stirring and rubbing helps, particularly if color preparation has to be hastened. Red needs more time

than over night. As colors go a long way, it is not necessary to mix in large quantities. Buy pigments of the best quality, that have been ground to the last degree of fineness. If bothered with very tiny lumps, pouring off the top of your color into another cup may give you a smooth-working liquid, as the lumps, if any, are at the bottom. Be careful in adding water. You will need to thin your color as you work, but when too watery you can do nothing with it.

All the colors mentioned, except the black, will keep indefinitely after being mixed, and if allowed to dry down can be moistened again and used. Swedish black, which is an excellent pigment for making a dead or flat black, has a tendency to spoil in warm weather after mixing. Keeping cool or adding a little wood alcohol will preserve it. But inasmuch as it is apt to become a trifle gray if used long, it is best to mix only a small amount at a time and not long before it is wanted. It can be used at once if necessary.

White color is the slowest working of all, even for the professional card writer. The beginner often finds serious difficulties attending its use. Flake white is defined as "a pigment made from the purest white lead in the form of flakes or scales." You will get it as a powder. To prepare it, first mix with water into a thick paste and let it stand several days or a week. As the water dries out, add more. It will be observed to slack like quick lime. At the end of the time,

add mucilage and stir. If convenient, let it stand a few hours, when, after being used a little, it should come down to a smooth, creamy consistency and work nicely. If there is trouble with tiny lumps, then it may be well, while it is a thick paste, before adding the mucilage, to rub or "grind" it with a large cork on a plate or piece of glass. Pouring off and even straining after mixing are also sometimes resorted to. But if the pigment is kept moist several days as directed, it should not be necessary to take these measures. It is practically impossible to use the flake white immediately after mixing from the dry pigment.

The longer you use on flake white after it is mixed—and this applies to all tints of which it is the base—the better it will work. The student may be assured that there is nothing extremely difficult about white color, once he gets the hang of it. In using white, he may find it best to finish each letter as he goes, not waiting until he has made a whole line before spurring. Also, if the color is not heavy enough on the cardboard, he may need to run over each letter a second time with a little color especially thinned for the purpose.

Flake white covers better, that is, bothers less with transparency, than perhaps any other white pigment in use. All the colors mentioned have good covering quality.

For gold you can use the gold bronze powder mixed with water and mucilage the same as other colors.

Library Tables

Beautiful in Design

Perfect in Finish

Dependably Made

Sometimes it comes in two powders, a light and a darker to be used together, about twice as much of the dark as of the light. The light is more brilliant but if used alone is transparent and difficult to apply. Gold bronze need not be mixed in advance, for it never really dissolves or incorporates with the water and binder. It has to be kept stirred up. Some show card writers make use of "Dutch pink," which is a dull yellowish pigment with no suggestion of pink about it, as a sort of substitute for gold, adding a little white to it. It dries brilliant and on some shades of cardboard has quite an effect of gold. It is not only much cheaper than the bronze, it works far more quickly and easily. It can be used in combination with the bronze if desired, giving body to the latter.

These directions have been made as explicit and helpful as possible. As with other things, skill in preparing colors is attained by practice.

One of the show cards of this lesson

itals. The latter may be varied or elaborated to suit the student's fancy. He will see that most of the letters require no base finish except the little upward turn of the brush—so there is a great saving of time over the spurring required for Roman. Its strong point is that it is an upright alphabet that can be executed nearly or quite as quickly as the Marking.

It is not for a moment to be supposed that it has the intrinsic excellence of the Roman, or even of the Marking, for purposes to which the Marking is adapted. Indeed, the critical professional card writer easily could find all kinds of fault with it. But where only a rather brief wording is required, very tasteful and effective cards can be made with this style of lettering. The store worker who is pressed for time will be glad to avail himself of its practical advantages.

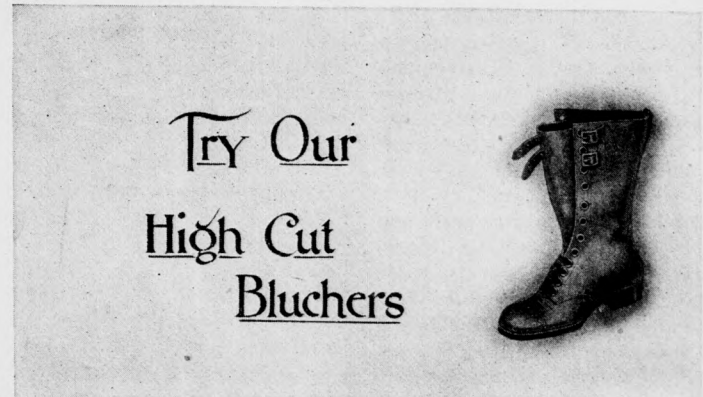
The other illustrations given are of the now popular use of the cut-out. As with any other advertisement, the right kind of a picture is the very life

of mat board, very handsome show cards can be made.

A picture presenting a fairly definite outline is best. Trim out neatly with scissors. Then lay the cut-out on and plan your card, marking the space it will occupy. Take cut-out off and do the desired lettering. Then gum the picture in the proper place with liquid glue. Sometimes a little back-

has no direct bearing, but the same is not true of every bright or "cute" picture that is to be found. The picture that is inapt may better be omitted.

The pictorial show card should be used only in a window or other conspicuous place. It is hardly desirable to try to illustrate the ordinary cards of a store.



ground may help blend the picture with the card. This can be put in with the air brush if you have one, or, if you have not, a delicate tinting may be made with water colors. Sometimes just a narrow band made with a brush will serve to make the outline more definite, if there is not contrast enough between cut-out and cardboard. When anything of this kind is to be done, lay the cut-out on the card and trace around lightly with a pencil. Then remove the cut-out and put in the background work before the lettering.

Cut-outs sometimes are so deftly used as to deceive the uninitiated into thinking they are genuine paintings. The main thing is to find a really appropriate picture. The ever pleasing pretty girl's head may serve to make attractive a card on which it

Small pictures sometimes are used with artistic effect, not as cut-outs but in rectangular or oval or circular form, with a little ruling about them and maybe some scrolls to serve as a setting. But this use of illustrations is not nearly so striking as the good-sized cut-out, and so is not as effective for advertising purposes.

Sometimes it is desirable to use a picture which you do not want to cut or gum to the card. In this case a good effect is produced by cutting out with a sharp knife a place in the cardboard the size and shape of the picture, or that part of it which you wish to show, and fastening the picture to the back of the card. This gives the effect of a mat. A ruling sometimes is added, close to the cut edge of the cardboard. This style of work is much used in the lobby displays of theaters. Ella M. Rogers.



is executed in a style of lettering like that used in a card presented with an article on "Practical Show Cards for the Dry Goods Store" in the Tradesman of March 15. With a little study and practice the student will become familiar with this method of letter formation, will see from the lower-case letters used in this card how the other lower-case letters should be made, and also the style of the cap-

of a show card. Unlike mere ornamentation, such as scrolls and the like, it properly may be made the main feature.

Not many card writers have either the time or the artistic skill to draw or paint, particularly the human face and figure; so the popular magazines and other periodicals are culled for suitable pictures. Lithographs are best, and by use of the right shades

Coast College of Lettering

Germain Building
LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

Show Card Writing

Business Writing Engrossing
Ornamental Writing Pen Drawing Round Hand
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Pen Lettering Flourishing

Show Card Writers' Supplies

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

Send for Catalogue of School and Supplies

WELL WORTH WHILE.

Conclusions Reached on a Trip to Chicago.

Written for the Tradesman.

My brother-in-law can't see why I want to bury myself in a town like Buffalo Hump. He thinks I should move to Chicago.

If this is being buried I'd rather be buried here than submerged in Chicago. I worked there one year and it wasn't the happiest year of my life by any means, nor the most prosperous. Here I own a good business and a good home, and my bank account will respond to any reasonable demand on it, and when that's gone Lester will let me have more.

I didn't mean to twit on facts, but Bob, my brother-in-law, as it happened, had to borrow the money for his ticket on that very trip to Buffalo Hump, and he had some trouble doing it because he had to get it from a friend as a personal loan, not having the necessary standing at the bank.

However, I had said it and I let it stand, like the time Billy McMartin asked Tom Griggs who was that pie-faced, chicken-livered mutt over by the door and Griggs allowed he guessed it was his brother Billy meant. "Sure," says Billy, "I might have noticed the resemblance." When you do say something there's no use trying to explain it away; chances are you only make it worse.

"Of course," says Bob, "very likely you're making as much money here as you would in Chicago, but I don't see how you stand it; there's nothing going on, no comforts, no conveniences.

I didn't quite get him. Our electric light turns on with a switch just like his in Chicago, and we have open plumbing same as his flat. He doesn't have to shovel coal, but I can have it warm whenever I want it and what's more, I don't have to tip the janitor. Bob goes downtown on a trolley car and roars all the way about the rotten service, comes home hanging to a strap and accumulating grouch enough to last all evening. I have my choice between walking down to the store or hopping into my 1913 model and turning on the juice; in Chicago I couldn't afford to keep a car, and if you have one you have to go about twenty miles out before you can do anything with it.

That wasn't what he was driving at. It seems Chicago is the center of things and all the prominent men come there. Bob reads about their being there next morning in the newspapers. They don't usually call on him. The fellows he does mix with are a good deal like the folks I know, Lester in the bank, and Henry Frost and Simon and the rest, only not quite so well fixed.

My wife was rather inclined to side with Bob. She always did think I was fitted to shine in a larger sphere, and if I went to Chicago she knows my extraordinary capacity would be recognized. That is one of the best things that can happen to a man, by the way, when he has to live up to

a woman's idea of him, if it's only a bluff like the butterfly that promised Solomon not to destroy his temple. Wife thought Chicago would be grand; you could hear all the great lectures and the distinguished divines. "Sure," says I, "whom did you hear last Sunday, Bob?" He admitted on cross examination that he went to church either Christmas or Easter, he wasn't sure which, and he didn't know the name of the church nor the preacher.

"And the symphony concerts," put in the wise young person of the household. She knows everything, that girl.

"Great!" says I—I wouldn't know a symphony concert if I met one—"Where do they pull those off, Bob?"

"Out at the university," says Bob. "I don't often get that far down."

The women didn't say anything, but I saw by the way they looked at one another that Bob had scored another error. He switched to the theaters and all the social bustle and the atmosphere of life and motion and something doing all the time, don't you know, and he wound up wondering why I was willing to stay in a place like Buffalo Hump.

We did our best to give him a good time fishing up to Big Deer Lake, and had him out for snipe and grouse and gave him three squares a day, the kind they don't have in a Chicago restaurant. He went away saying he felt like a new man, and if we ever came to Chicago, while his flat was pretty narrow for setting up a spare bed, be sure to look him up and he would show us a touch of life.

It just happened I was in Chicago last week and I called on Bob. He was tickled to death to see me and told me to fetch my grip right away. "No," says I, "I guess it will be more convenient to leave it at the hotel," and you ought to have seen his face light up. He's a good fellow and he would have slept in the ice box if I had gone home with him, but he was relieved all the same when I refused.

Well, sir, he did his best to entertain me. We got on a car and rode and rode, and finally we came to a place where they were a few weary looking trees and a great deal of dust and cement walks that were just as hot and hard as those on Main street, and a lot of fool diversions like falling down stairs and getting tossed in a blanket. It cost 10 cents apiece to get in and 10 cents more every time you turned around. We had a round of ice cream and a glass of fizzy water, and then we got in a car and rode miles and miles back to town. I had a headache and Bob had one little corner left of a five dollar bill.

Next Bob took me to his club. He introduced me to a good bunch of fellows who dress a little smarter than the folks home, and come a little quicker with the latest slang, but they don't play cards any better. It was against the rules of the club to play for money, but I came home with both pockets full of cigars after I had drank lemonade and seltzer until I was almost floundered. It was as much fun as a game of seven-up

with the boys in Doc Anderson's back office, except the boys home play a little sharper game.

The next night he had some folks in and we played "500." The women were well dressed. I don't carry anything exactly like it in stock, but I bet I could have matched anything there out of Henry Seller's sample for about \$12.50 wholesale. They had refreshments and they were good. If sufficiently urged I could have been coaxed to eat more; in fact, after the folks were gone, Bob and I went round the corner and got a sandwich.

The last night Bob said we'd better go to the theater. He looked through the advertisements, and it seemed there was nothing good in any of the theaters except some high-brow stuff that we both voted against. When I go to the theater I don't want to work and I don't want to weep; I want to be amused.

"Well," says Bob, "let's go to the movies; they're always good."

So we went. But it just happened that the film was the same one I saw the week before at the Odeon in Buffalo Hump. I didn't let on to Bob because it wouldn't have been polite.

That trip was well worth while; it's worth all the bother and worry and heat of the city just to get back to Buffalo Hump. Chicago may be the center of things, but sometimes it seems to me as if we got a little more motion on the circumference.

John S. Pardee.

There is nothing hypocritical about the wagging of a dog's tail.

The Better Way.

"I'm not one of those baseball fans that howl and jeer at a player when he makes an error of judgment," said the man with the Roman nose to the man beside him in the street car.

"Glad to hear it," was the answer. "And when an umpire gives a raw decision I say nothing for publication."

"Right again."

"And I don't stand up on the seat and shake greenbacks at the crowd and bluff and be conspicuous."

"Then I'm glad to know you, sir."

"There are those who differ with me on the points of a game, but do I call them liars and shout out that if they will come around behind the grand stand I will knock their infernal heads off?"

"No, I don't believe you do."

"I just keep quiet, sir."

"That's it."

"I sometimes smile, but I never either condemn nor applaud."

"That shows the gentleman. I am glad to have met you, sir. I am a union walking boss and not a gentleman, but you can't fool me when I see one to the manner born."

"Thanks."

"By the way, if you don't mind, what do you do when you feel like murdering a player or an umpire? You say you don't raise a row."

"No sir—no, sir. Rows are vulgar. I simply hire a trades union slugger to lay in wait for them at night and assassinate them. No clew. I get off here."



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200,000 Telephones in Michigan

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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**

BE UP-TO-DATE.**Only Basis on Which a Merchant Can Win.**

Written for the Tradesman.

Bargain leaders are sometimes profitable.

Not in themselves, of course, but in what they lead to. Take sugar for instance. A grocer may make this his leader for the purpose of attracting attention to his store. Once inside it is up to the dealer to interest his customer in something else of a more profitable nature. Sugar leaders may be set down as so much money invested in advertising.

It is not good policy for several merchants in a small town to cut prices on the same article, to make the same goods a bargain leader; this only leads to hard feelings with very little resultant good to any of the parties.

We have specialists in almost every profession these days. Why not the specialist in mercantiling? What is one man's meat is another man's poison. Seek your field, push the article you wish to make a leader, push it for all it is worth; let the other fellow push his, it makes things lively, attracts attention, draws custom. One man can lead in shoes, one in rolled oats, another in sugar and so on. Just keep the ball rolling on something, keep sweet and make the shekels fly. The public is the gainer in several ways and the merchant is happy if successful.

Another thing, don't fail to advertise. The day for the merchant to sit down and wait for the purchasing public to hunt out his place of business is in the past. When you owned the only big store in town you might keep up this watchful waiting, not in these present days of push, scramble and get there, boys.

The day of the one hoss shay and two hoss carriage has gone to the limbo of things that were. Automobiles now and wings with which to fly in the immediate future is what to expect. Let's be ready to meet the car of progress ere it rolls by and crushes us in the dust.

It is not necessary to run one thing as a bargain leader continually. Break into something new once in a while. Take the public by storm, as it were. Spring an occasional surprise, it will help your trade and make you a marked man in the community. The old sing-song store with its fly-blown goods, its musty windows, cobwebby and smelling of the dead past, has had its day.

I call to mind a store that was musty with age. It had been handed down from father to son for several generations. The last owner was an old man when I first met him. He seemed content to sit on his counter waiting for customers, his surroundings dingy, the dirt of ages clinging to the shelves, the goods and the man himself. It wasn't a pleasant store to visit. At the time I took cognizance of it, other shops had grown up about it and the old original one was going rapidly into decay.

There was no young member of the

family growing up to come on later, so that old landmark went out with the death of its last owner. The building was soon after torn down to make room for a modern store.

Be up-to-date if you would win.

Some men, when they enter upon the mercantile business act as if they thought they had stepped into a fortune. The move about with the tread of a conqueror, leaving trivialities to the small clerk, busying themselves about the larger things of life. They make it a point to go to everything that comes along, to live like gentlemen and make a spread that the common man cannot emulate for lack of funds.

Furthermore, these suddenly become important individuals go into politics. This with some of them is one grand passion. To be known politically, to pose as the leading political manager or boss in his part of the state seems the ultima thule of his ambition. You have met such, haven't you, reader? For a time these fellows cut a wide swath, imagining the eyes of the common herd are watching their movements with breathless awe. In a measure this may be true, but usually the solid man of common sense sets down such fellows as vulgar pretenders.

The merchant who makes of his business a political machine sooner or later goes to smash. Keep out of politics in that you do not make it a hobby. Business men have a right, of course, to interest themselves in everything that pertains to good government. Even preachers of the gospel should do this. It is the making of politics a lever with which to foist unrighteous legislation upon the people that is objectionable.

The newly started merchant has no time to dabble in the political life. His business is fully sufficient to attract all his abilities and to it he should stick, paying close attention to every detail until he has forged past the quicksands and whirlpools that assail the opening of any enterprise. Even afterward, when the business is fixed on a firm foundation, it is unsafe to neglect minor things. Know your clerks, know your customer; be able to speak his given name; be friendly with the most humble purchaser who enters your store.

Above all things, keep on the right side of the children. Better were a millstone hung about that merchant's neck and he be cast into a bottomless lake than that he excite the enmity of the little ones. A gruff word now and then, a sharp reprimand or neglect to notice his wants when he comes into your store has cast the die of more than one merchant anxious to mount upward to the hilltop of business success.

A little incident sometimes brings on a long and bloody war. It is some of these little incidents that very often makes or mars the life story of the individual merchant.

Old Timer.

It is easy to be optimistic and laugh at the misfortunes of others if you have one of your own.

Hints For These Passing Autumn Days.

Written for the Tradesman.

Come out very strong during these days of late autumn in your displays of materials for fancy work. More in this line is used in the weeks between now and Christmas than during any other period of the same length in the year. Those Christmas presents have to be made. Get your share of the business.

Some women already have bought a part of what they will use. But even these will need to match up and fill in on some of their supplies, and also get all they will require for articles not yet commenced. Others have not really begun to think seriously about Christmas yet, but will be getting busy soon. Get out and place where they will be seen whatever you carry of all the infinite maze of crashes and finer linens, reps, silks, threads, yarns, flosses, patterns and what not that your customers require for fashioning those elegant and beautiful pieces of handiwork that ladies love to make and with which they remember their friends at holiday time. From the merchant's point of view, the great beauty of this whole Christmas fancy-work affair is that when a woman makes a gift to discharge one obligation, she as a rule creates another. Her friends must pay her back the Christmas after. So what you sell this year will make a demand in the same line next year. But of course it is this year's business that you are looking after more especially just now.

Let your displays be just as attractive as possible, and make it a point to have some saleswoman who is thoroughly posted in fancy-work in all of its branches, ready to explain about the materials, help novices in making selections, and offer suggestions as to designs and color combinations.

Featuring Goods Suitable for Gifts.

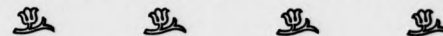
Now it is time to feature strongly all lines which, while not strictly holiday goods, still have an increased sale for Christmas. Handkerchiefs, gloves, neckwear, and various other items of wearing apparel, together with table linens and household furnishings of many kinds, are much used as gifts by that large class of sensible matrons who prefer to give useful presents. Indeed the harvest of the season for the dry goods merchant is mainly on these lines. Ordinarily he does not handle much in strictly holiday goods—such as sell at Christmas and at no other time. His strongest hold at this season is with goods like those mentioned, that meet with the heaviest sale in December but are in some demand throughout the year.

Do not be bashful or backward about letting people know what you have that will be of interest to them when selecting gifts. Early displays foster and encourage early Christmas shopping. Fabrix.

The greater the personal feeling you have for your fellow men, the more disposed they will feel to do business with you.

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

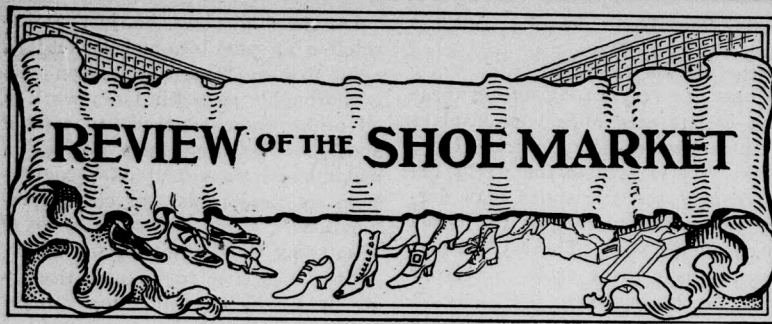
Call up our Flour Department for some attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN



How a Shoe Dealer Escaped Bankruptcy.

"An old customer of Morse & Rogers came into our store recently," writes Mr. Morse. "I happened to meet him in the sample room. In addition to being an old friend, his account has shown such a good increase the last year I was curious to know the cause and asked him to come into my office for a chat when he had finished his business. His story was so interesting it seemed to me worth telling to others.

"After the exchange of personal greetings we naturally drifted into talking shop. I commented on his cheerful and prosperous appearance, and suggested that his business must be thriving.

"Well," he replied, 'I have no cause for complaint. Business is fair and profits are a great deal better.'

"That sounds interesting," I said: 'I wish you would explain why profits are better.'

"He smiled and looked at me thoughtfully for a moment before replying.

"I don't wonder that surprises you," he said, 'for I know that a good many shoe retailers are kicking about profits. It may surprise you more to know that I came very near trouble a little more than a year ago. Although I kept it to myself I was a mighty worried man when I took inventory and saw how I stood. What worried me most was that I couldn't understand where the trouble lay. I had done a good business, in fact it had been increasing a little every year, but somehow the net profits were less. The situation I faced was something like this:

"My sales for the year had been almost \$30,000. My inventory at the year's end showed merchandise in stock that cost me \$12,000, or \$1,000 more than I had twelve months previously, and quite a considerable indebtedness. I found that after deducting my expenses there was nothing left to represent net profit.

"As I said, I had \$1,000 more stock than the previous year, which might be considered so much profit if I hadn't owed that much more, which did not cheer me up much. My wife and I had planned a long vacation and some much-needed improvements in our home. They were then, of course, out of the question.

"I wasn't exactly bankrupt, but it looked as if I was headed in that direction. I had worked that year with nothing to show for it, and had lost, besides, interest on my investment. The only money I had taken

out of the business during the year was a modest weekly allowance, barely sufficient to meet my current family and personal needs.

"I felt pretty blue as I thought over the situation and realized that my business had been going on like this for two or three years. It was just a little worse this time, just enough worse to give me the jolt I needed. I woke up to the fact that there was a screw loose somewhere, and I determined to find it. The suspicion gradually dawned on me that the fault was in myself, that is, in my management and methods of business.

"I had to give up my vacation and decided to use the time in setting my house in order. I began by going over my books and analyzing the business of the previous five years. I first discovered that, while sales had shown small increases each year, my stock had increased even more. Five years back my sales had been \$25,000 and my inventory showed a stock of only \$7,000. I knew my stock was growing so much out of proportion. Each season I had made excuses to myself for overbuying a little on the plea that it couldn't be helped. It was due, I thought, to more frequent changes of style and a fickle public. A little thought on this subject, however, gave me another jolt.

"While I had been overbuying and inflating my stock from \$7,000 up to \$12,000, the problem of style uncertainty had been getting in its fine work. I now had \$1,000 worth of shoes on paper, but how much were they actually worth? The more I thought about it the less my stock seemed worth to me. Before I got through thinking I felt that I'd be lucky if it netted me fifty cents on the dollar at a forced sale. About this time I began to get mad, mad at myself for being so shortsighted, and then fighting mad with a desire to work and do something that would pull me out of the hole. I had found what seemed reason enough for my loss of profits, but I didn't stop there. I was bent on a thorough investigation, so that I could begin to build up again on certainties, rather than on guesswork.

"I had suffered from overconfidence, due to the assumption that I knew all there was to know about my own business. I didn't intend to make the same mistake again, so I went on with my investigation on the lookout for other leaks. I found enough of them, mostly small and unimportant in themselves, but amounting to

considerable in the aggregate. All of these were carefully noted to be made use of later. After I had finished my work along this line, which included some hard thinking about all my methods and all items of expense, I began to figure on the future.

"At this point curiosity led me into another discovery, perhaps the most important of all. I wondered how much profit I would have made during the previous year if there had been no loss from overbuying or from the other leaks I had discovered. To determine this I made a comparison of my expenses for the year and an estimate of the gross profit on the merchandise sold.

"When I started in business I understood that the majority of retailers figured on an average profit of about 25 per cent. I accepted this as my standard and marked up my merchandise at figures which gave me approximately 25 per cent. profit over cost prices. As this worked out satisfactorily and I made money for a few years, it became a settled policy which I never thought of changing. If such a thought had entered my mind, I probably would have considered it impracticable. When I compared my estimated gross profits, however, with my expenses for the year, I found that my expenses had quite equaled my gross profits, so here I received another and harder jolt. I couldn't believe the figures at first, but try as I would I couldn't get a different result. It was perfectly plain that I hadn't been adding enough profit on my goods. By going over my books more closely I found one important thing that I had previously overlooked. That discovery made it all clear to me. My expenses, or cost of doing business, had increased all out of proportion to sales, and I had made no increase in my percentage of gross profit whatever.

"Next I went to a friend of mine who had been a banker, took him into my confidence and asked him his advice. He told me the correct method of determining what percentage of profit is necessary is first to estimate the expenses of the business and their percentage on the sales. My expenses were about \$6,000 and my sales \$30,000. As \$6,000 is just 20 per cent. of \$30,000 it was plain that I must make 20 per cent. on my selling price to cover expenses alone. I had thought that I was making 25 per cent. gross profit on my sales total, but, as I had been adding only 25 per cent. on my cost prices. I was in reality making only 20 per cent. on my sales, at the very best.

"Thus I learned that I had been figuring my profits wrong at the very start, that in order to get the 25 per cent. profit I supposed I was getting, I should have added 33 1/3 per cent. on the cost price. That would have made my profit really 25 per cent. of my selling price. I know now that my error is one which many other merchants have made and are still making to-day. Like myself, they fail to realize that there is a big difference between the profits which come from the two ways of marking merchan-

dise. What I mean is that there is a mighty big difference between 25 per cent. on the cost price and 25 per cent. on the selling price.

"You can imagine that this situation didn't stimulate me much. It knocked all the fight out of me for a while. However, my friend went over the whole matter with me carefully and assured me that I had now located the trouble and would come out all right if I would go about things right and avoid pitfalls in the future. I took his advice, and that is the reason I am looking like "ready money" to-day.

"The first thing I did was to clean up that \$12,000 stock. I went through every box on my shelves and if I didn't honestly believe its contents to be worth 100 cents on the dollar I put them aside. With these and other goods I put on a sale that for three whole weeks drew crowds which made my store look like Main street on a circus day. I didn't spare my feelings or my profits, but I turned all my undesirable stock into as much cash as I could. I felt that the longer I kept it, the less it would be worth.

"In preparing this sale I had reconciled myself to being "game" and accepting a good loss. After it was all over I was mighty glad to find that I had reduced my stock to about \$6,000 worth of salable merchandise, and had \$4,000 in cash. Inventory a month before showed \$12,000 merchandise with practically no cash—now \$6,000 Merchandise and \$4,000 cash, which would pay all I owed and leave a good balance in the bank. While I had sold some goods at less than half what they cost I had made a little profit on others.

"This sale also proved a good thing for my business in another way. It was a splendid advertisement for my store and brought in a great many people who had never traded with me before. Many of these have now become regular customers.

"I had some odds and ends left over from the sale which I did not want to put back with my regular stock. With this as a basis, I established a permanent bargain section in which I now put every pair of shoes that for any reason whatever shows signs of depreciation in value. This has been a great help in keeping my main stock clean. It keeps undesirable goods so prominent they are not overlooked, nor allowed to accumulate.

"The first of this year when I took my inventory I had some figures worth looking at. I could see a real profit on the year's business. My stock figured at about \$8,000, and it was practically all salable merchandise. I had turned my stock about four times during the year, and the business continued to show a normal growth. While I am getting a larger gross profit on most of goods I sell, more careful buying is responsible for a good deal of the increase in my net profits.

"I know now that the most profitable thing a merchant can do is to turn his stock often, in other words,

do a maximum business on a minimum investment. This had never occurred to me until I had my scare. I had simply bought what I thought I could sell and pay for without much regard to the amount of stock carried as compared with the sales. Now I am keeping my main stock down to the lowest point consistent with the demands of my trade. I place some advance orders for staples and such new styles as I consider safe to buy, but a large part of my goods are bought from week to week, as I need them. By that method I am able to keep my stock fresh all the time and there is little risk of getting stuck on styles that go dead.

"Then the amount of my stock being smaller on the average than formerly I have been able to meet my bills promptly and always take advantage of cash discounts. This item alone represents a tidy little sum in a year's time, even in a small business like mine.

"Some people say that the competition of the big store is driving the small merchant out of business. I had begun to believe this about a year ago when everything seemed to be wrong with me. Now I know better. My own experience proves that my difficulties were all due to my personal blindness to the conditions in my own business. Competition really had nothing to do with it.

"Of course it is gratifying to see my business profitable, but somehow I seem to get even more satisfaction now out of the feeling that I know what I am doing and that I have been able to 'beat the game' I found myself up against a year ago."—Daniel M. Morse in Shoe Retailer.

Curing Calf Skins.

Never put a skin in pickle. It causes it to plump nicely at first, but an experienced tanner can tell it immediately as it falls away—that is, the plumpness disappears and it can never be brought back to its original fullness, but continues flat. When a skin of this character is made into leather it is not as good in quality and will not make as many pounds of leather from the same amount of stock. Do not allow the skins to drop down into the blood, but keep them away from the sun and clean. Do not allow them to touch iron, as rust is fatal to calfskins, but place them flat upon the floor, sprinkle thoroughly with salt, making sure that every part is well covered; rub them thoroughly. Place them one on top of the other, serving each one in the same way. Do not pile until the animal heat has left the hides. Skins in summer should never be left for more than an hour before salting. After the skins are left in the pack for a week they are ready for shipping, and should be shipped as soon as you have enough to make 200 or 300 pounds, for the fresher the skin the better the leather. Do not allow skins to lie until they have a pinkish tinge, as they then will be of an inferior grade.

A man's deeds attract more attention than his creeds.

"No Politics Here."

It was a sign reading thus that was hung on the door of a cobbler's shop, and of course along came a man who felt it his duty to step in and enquire.

"Does that sign mean that you have no politics?"

"Shust so," was the reply.

"And you are not going to vote?"

"I vhas not."

"Don't you think Ferris ought to be re-elected?"

"I don't think nottings."

"And how about Osborn?"

"It vhas nottings some more."

"But, man," continued the caller, "you are a citizen of the country and should take an interest."

"I takes nottings."

"But the tariff question is to come up again."

"I don't are."

"And the European War must be settled."

"She vhas nottings to me."

"But see here. I came in to tell you that I had four pairs of shoes to be repaired."

"Vhas dot so?" replied the cobbler. "Vhy, I belief you come in shust to shoke mit me. Four pairs of shoes!"

"Just four pair, but if you take no interest in the government of your country—"

"Hooray for some politics!" shouted the cobbler. "Hooray for Ferris! Hooray for Osborn and tariffs and European wars! Hooray dot I wote three times, und dot everybody vhas elected und some goose hangs high! Bring in dose shoes und I bet you dis country vhas saved up to her neck."

The Findings of a Traveling Man.

John Jones sold shoes, and very poor shoes, and he sold to cheap people. Little did John care whether they were good shoes or not, because they were made to sell and almost nobody ever came in the store again. But one day John grew ambitious, and put an advertisement in the paper which paid far beyond his highest hopes. As shoes were sold he saw himself, in a near golden future, the peerless shoe king.

Suddenly a new idea popped through John's intercostal space—a thought that had never intruded before. His shoes were so bad that nobody would ever buy a second pair. The flood of sales instead of being a promise of fortune would ruin his reputation unless he sold good shoes. In Jones' place you would have done exactly as he did. He established connections with those manufacturers who make shoes with a reputation for style and good shoemaking.

The first time a man is called upon to make an after dinner speech he can't think of anything to say until after he has finished.



It Takes Good Rubbers to Satisfy the People These Days

That's Why

Hood Rubbers

have become so popular

That's Why

Nearly Everybody Demands Hood Rubbers

That's Why Nearly All

Live Dealers Want Them

That's Why

We are the Largest Dealers in Michigan

And You Save 5% on your Rubber Bills

Get our catalogues quick

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Do You Sell Rouge Rex Shoes?

"When I lived in Michigan, I wore your Rouge Rex Shoes, and they suited me the best of any work shoes I ever wore. I want another pair. Please let me know if you have a dealer in this locality where I can get them."

This is a frequent inquiry received by us from men who know from experience what Rouge Rex Shoes are.

You can get and hold the trade of the farmer and day laborer by stocking Rouge Rex work shoes.

We tan the leather and make the shoes.



HIRTH-KRAUSE COMPANY

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

One of the Institutions of Ann Arbor.

Ann Arbor, Nov. 2—"James Foster, House of Art," is what you read on the bronze tablet set like a memorial in the side of the stucco. At right angles, you peer into windows and your eyes grow big. You see through leaded plate down the long corridor a kaleidoscopic mass of form and color. What is this place, you ask, with its early English store front and atmosphere of a home—this store, yet not a store—in the residence part of Ann Arbor where the student traffic is thickest? It smacks of something foreign. You sniff satisfaction in its atmosphere of high caste and approve of the architect. It lures at the very threshold.

Within it is commercial, certainly. But with artistic harmony so in ascendent and courtesy and good-fellowship so apparent, that trade barter is a subjected thing.

Mosaic floors, oriental rugs, hangings of the fascinating blues of Japan, lights shadowy and dazling and art pickings from the world.

"Not another place like it in the United States!" said a world traveler, and set it down like a trump. And the Ann Arbor public, not slothful in appreciation, are pointing it out with civic pride.

For with all its splendid fittings, it is built in the spirit of democracy for the people—not pre-eminently for trade but for the human benefit of concourse in pleasant places.

Added to its show rooms in a tea-room—not the barren ice-cream parlor and "pay at the counter, sir"—but an embodiment of snuggery and mahogany where chummy little tables and bewitching angles allure you to "take a cup." So prolific is the interest of this department that sororities and hostesses vie for "open hours."

There is the rest room for the patrons who exclaim. "Do we trespass on privacy?" so definite an impression of home comfort is given in the room with its low beamed ceiling, soft rugs and open fire place.

A small room adjacent to this is devoted to a circulating library. At its entrance a round table invites the perusal of all the standard art magazines.

A long spacious corridor forms the body of the store where most of the buying and selling is conducted from a range of showcases on either side, interrupted on the right by rooms given over to special displays.

A feature is two blue rooms, which are designed as the setting for art objects of home decoration.

An open stair-case leads from the main store to the big art room above, where the spaciousness terminates at one end in a great bay with leaded casement windows. The outlook upon the whole is a charming view of fine colorprints, harmonious settings and furniture of choice appointments.

Not a fluke of fortune or an arm-chair dream fest. It is the product of work; of sixteen year's appliance of hand and brain—years congested with problems and methods, failure overcome with success, slump in spirits succeeded by progress. Sixteen years of unimpeachable integrity and blade-straightness of ideal. Like Solomon's temple, it was builded without sound of hammer and is a notable exponent of energy, optimism and will.

Sixteen years ago James Foster came to Ann Arbor, beginning as a partner in a small store. The shop, indeed, might have been plucked from oldest London, so wee was it, and so heterogeneous. It was a good business street, however, and the two small windows flaunted their best. In the front room one clerk waited on trade and in the rear picture-framing was the staple. It thrived lustily. Students favored it and touching elbows in its box-like quarters, helped fill the coffers until the coins

ceased to clink singly in the tin box. It outgrew its two rooms and side street apprenticeship and was transferred to the most pretentious business corner in the student section and known as James Foster's Art Store. For Mr. Foster bought out his partner and conducted the business singly. For ten years this store has been a rendezvous for students and art lovers, for it has successively added unto it the things that please, and an atmosphere of "class" was notably achieved. It became wider known than locally and the worth of what it offered qualified for more than intrinsic.

James Foster, House of Art, is the ultimatum—planned, built, owned and managed by himself. Sixteen years removed from the two-room beginning, this near palatial structure stands, a verile product achieved by one man of sane brain and ready hands. Belger.

Shorter Skirts and White Button Boots.

The length of women's skirts, these days, plays a very important part in determining the fashions in women's shoes. This has been proven again in a forcible manner at this early date in the season by the extensive demand which he radical shortening of skirts has created for women's boots.

It is interesting to compare the style conditions of this season with those of last season. During the early part of last fall, when skirts were of extreme length dealers found that the feminine trade were not over anxious to buy high shoes until the weather became so chilly that low shoes were no longer comfortable, and accordingly pumps and tango ties had a great run. This season, however, conditions are reversed, for skirts are short, in some cases very short, and dealers in women's shoes have been agreeably surprised on account of the active interest that has been shown in high shoes at this early date. Women who have purchased shoes, especially in the larger cities, have shown a decided partialty for light colored cloth-top boots, of spat effect patterns.

It is known that next spring and summer women's skirts will be short, exposing more of the foot and ankle than we have been accustomed to see. Bearing this fact in mind, it will not be at all surprising if there should be a demand for white button boots with fabric, or leather uppers. The indications for next summer point to a big business on white dress materials and hosiery for women. If this demand materializes, as it is expected it will, there will be approximately as great a demand for women's white footwear, in which high white boots may play no unimportant part. The situation will bear close watching and study.—Shoe Retailer.

Going Some.

"I am glad to see you home, Johnny," said the father to his small son, who had been away at school, but who was now home on his vacation. "How are you getting on at school?"

"Fine," said Johnny. "I have learned to say 'Thank you' and 'If you please' in French."

"Good!" said the father. "That's more than you ever learned to say in English."

The Entire State

Has Enjoyed a Beautiful
Dry Fall—So Far

But the rain is bound to come and you don't want to be caught without a full line of rubbers.

We are state agents for

"Hub Brand"

celebrated rubber footwear, made in every style, perfectly glove fitting. Your customers are assured of dry feet and modish foot covering.



Rindge, Kalmbach, Logie Company

Half Century Shoe Manufacturers

Grand Rapids, Mich.



Blizzards Sandals Arcics
Leather Tops - Rubber Boots

HOW COMPLETE IS
YOUR STOCK?

Remember the season is here when most any morning you will find yourself cleaned out of the few sizes you had left from last year and not be able to meet the demands of a slushy-sloppy morning.

The Wales Goodyear (Bear Brand) Rubbers

are the standard of quality and our stock of them is complete. We can fill your orders promptly.

Price list showing cuts and listing line of warm goods and socks gladly sent on request.

Herold-Bertsch Shoe Co.
(Distributors)

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

Devotion to Duty a Prominent German Characteristic.

Written for the Tradesman.

In a recent issue of the Tradesman "Educator" asks why the German people are so united in this war of aggression. He could understand it if it were to repel an invasion. But when every interest of the people is being jeopardized it does seem strange.

There are other questions in connection with this war which will not be fully answered in our time, if ever, to the satisfaction of the human mind. A partial answer to this question may be found by a better understanding of the German character. Conditions in a country may change in a few years, people in a foreign land may adapt themselves to changed condi-

but the dominating trait is the same. Self interest includes the Fatherland now as well as the home, and the people of that country seem generally to believe that they are fighting for self preservation. It may be a delusion that has been foisted upon the people by a crafty monarchial government. Instead of a new idea it may be called a heritage. What other reason for maintaining such a vast army and military equipment could be as acceptable or as easily understood by the common people as that it was absolutely necessary to deter England or some other powerful nation from invading the country and disposing them of their lands and homes?

Quite naturally, when people of other nationalities come to our coun-

fullest information compels us to acknowledge that others can and do surpass us in many ways. All in all, we consider our Government the nearest perfect and our lot the most desirable, yet we may improve in some ways by following the example of others.

National pride if not self interest forbids a German questioning the right or wrong of the government policy. Slavish fear of those in authority could hardly account for silence, if there were any considerable proportion of the people who believed the war a wrong. We might so judge of Russian peasants, but not of Germans. In Russia, we are told by a native, a man was exiled for saying that their paper currency was made out of rags.

Those Awful Names.

Chemical names are sometimes puzzling, while common names, popularly speaking, are as plain as a pike staff. Below are some of the common and chemical names:

Blue vitriol is sulphate of copper.
Cream of tartar is bitartrate potassium.

Chalk is carbonate of calcium.
Chloroform is chloride of formyle.
Common salt is chloride of sodium.
Corrosive sublimate is bichloride of mercury.

Epsom salts are sulphate of magnesium.

Glucose is grape sugar.
Jeweler's putty is oxide of tin.
Lime is oxide of calcium.
Oil of vitriol is sulphuric acid.
Potash is oxide of potassium.



Interior View of the Isaac Klipp Grocery Store at Greenville.

tions, but character remains much the same generation after generation.

In the days of the Duke of Alva, historians tell us, it was impossible to arouse the Teutons to unite against a common foe. Each city when attacked would fight to the death against the invaders. None were ever more valiant in the protection of their own homes, but they were very lethargic when asked to help some other beleaguered city or province. They have learned something since that day; their vision has broadened;

try they seek those of their own language and customs, but of them all, it is declared by some who take notice, none are so clannish as Germans. It may be a false judgment and yet it seems true of Germans as of some other—most all other—nationalities, that they consider their own people superior to all others. They or their nation can not be in the wrong.

We, as a nation, boast of many things, and yet our wide range of vision and facilities for obtaining

Over and over again for thirty or forty years we have heard that Europe was an armed camp, nearly every nation eager for war and yet not daring to begin it. And now that the conflict is on many cannot see how it could be or can be possible for people of this day and age to engage in such a slaughter of their neighbors.

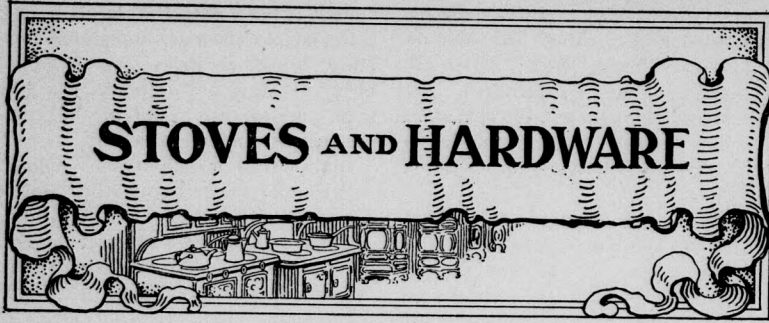
Perhaps, after all, it is the German's devotion to duty which holds him steadfast, enables him to do and endure to the utmost, and accounts for the unity of the people in this matter.
E. E. Whitney.

Rust of iron is oxide of iron.
Slaked lime is hydrate of calcium.
Soda is oxide of sodium.
Spirits of hartshorn is ammonia.
Vermilion is sulphide of mercury.
White precipitate is ammoniated mercury.

White vitriol is sulphate of zinc.

Going Up.

Boy—I want to buy some paper.
Dealer—What kind?
Boy—Fly-paper! I want to make a kite.



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.

Creating Christmas Spirit in the Hardware Store.

Written for the Tradesman.

His Christmas trade is the average merchant's big stake. However good other months may be, December bulks largest in the year's record. Not merely is it accountable for the largest gross receipts, but, if properly handled, Christmas trade will also yield the largest net profits. Its importance is such that it pays the merchant to plan well ahead of time: the man who wants to do a good Christmas business and do it under the most favorable circumstances can not afford to put off the opening of his active campaign until the first or second week in December.

The present year promises to offer new opportunities for the hardware dealer in catering to the trade in Christmas gifts. The hardware dealer's strong hold is the practical, sensible Christmas gift, as contrasted with the purely ornamental. And right now, under existing circumstances, the practical article stands to secure the preference at every turn. The war in the long run may not prove so bad a thing for a great producing country like the United States as pessimists have felt inclined to fear. Nevertheless, a tendency toward economy may well take the form of a preference for the practical as opposed to the ornamental. At least, the alert hardware dealer who sees and makes full use of the opportunity should, by judicious advertising, be able to divert a share of public sentiment into this channel. This does not mean that he should cry "Blue ruin" throughout his advertising, but quiet emphasis on the importance of the practical gift, the wisdom of buying things that are useful, the greater appreciation with which such articles will be welcomed by the recipients—advertising talk along these lines ought to be productive of results.

The hardware dealer will naturally emphasize the practical idea in gift giving because he is in a better position to cater to the demand for practical gifts than most of his mercantile competitors. Perhaps he does not always realize the possibilities. For this reason it is well worth while just now, while there is time, for the hardware merchant to study closely the gift-possibilities of his stock.

There are articles which naturally

suggest themselves as gifts. Silverware and cut glass, which are handled by a good many hardwaremen, the finer grades of cutlery and the like, appeal to the giver of gifts. So, too, do electrical goods where they are handled, although many stores do not touch them. All these are lines that represent practical value. In at least half our households there is a crying need for a decent, serviceable carving set; people are worrying along with improvised carving sets of a very inadequate nature. I know of homes where the only carving knife is a cheap paring knife, used in conjunction with an ordinary table fork. There is an opportunity for the hardwareman to sell a good carving set; the only essential is adequate suggestion on the hardwareman's part; and if he pushes his carving sets aggressively enough, he is going to land one in the home that needs one. Pushful suggestion is the essential.

Here is the way one hardware dealer goes about the Christmas or birthday gift business. As a preliminary, he has his salespeople trained to notice things, and to remember them. For instance, Mrs. Jones, who, after six years of married life, was puzzled what to buy her husband, suddenly thought that the hardware store might offer possibilities. The clerk knew her and instantly linked her up with the correct item stored away in his memory.

"Mr. Jones is a carpenter by trade, isn't he—and a good one too, they tell me? What he would appreciate more than anything else would be some new carpenter's tools. He was looking at a level a couple of months ago but he didn't feel like buying it just then—told me he didn't think he could afford it right at the time."

Here the actual near-purchase of months before, fortunately remembered, served as a guide. But the mere knowledge that a man is a carpenter by trade—a first-class carpenter—is assurance that he would appreciate something in the way of better equipment. The businesslike hardwareman knows every carpenter in town.

So, too, where a purchase is made for a woman who is keeping house—why not suggest something to lighten her everyday labor. Where electrical goods are carried, the hardware dealer has a multitude of suggestions along this line which he can offer. Aluminum goods will be welcomed by the average housewife; this is a line which will pay for pushing. To know who and what the prospective recipient of the present is, should

guide the experienced salesman in making an acceptable suggestion, when the time comes.

It is for this reason that the stock should be carefully studied beforehand, with a view to knowing what fresh possibilities it offers in the way of practical gifts. Getting in touch with the stock at this juncture will, furthermore, show the merchant lines which need to be pushed, and which may be advantageously pushed during the Christmas season, but which he would not normally think of in that connection at all.

An item that calls for early attention is the hiring of the extra help required for the Christmas season. The merchant who looks about him now can secure the pick of the possibilities, the best and brightest people available for the work. One merchant makes it a practice to hire his extra Christmas help early in November, and to put them at work on Saturdays until the rush commences in earnest. By the time the Christmas season is actually on, his extra salespeople know the store, the goods, and many of the customers; they do not feel awkward or at a disadvantage; and they are in a position to deal with people intelligently and guide them in choosing, instead of merely "waiting on" them in the literal sense of the words.

Studying over the stock early and thinking out new possibilities will be helpful to the merchant in mapping out his campaign for capturing Christmas trade. He can coach his sales-

people better, plan his advertising better, and cater to his customers better. The Christmas campaign is something that will pay for careful thinking out well beforehand. If a study of the lines he handles will suggest to the merchant anything new in selling methods, he will find himself amply repaid for the trouble.

A great essential in handling Christmas business is to bring out the Christmas buyers early. The merchant can do a great deal more along this line than he thinks. But to induce people to buy early, he must set the example by selling early; that is, he must be ready to handle the Christmas trade and must advertise his Christmas goods and stir up the Christmas spirit a week or two anyway before he wants the rush to commence. William Edward Park.

Keeping Up With Mary.

Little Mary's mother had told her many times not to hitch on behind wagons, so the next time she was caught her mother said: "Mary, haven't I told you often enough not to hitch on behind wagons? Besides, you know, it is against the law." And little Mary, with a toss of her head, replied: "Oh, don't talk to me about the law; it's all I can do to keep the ten commandments."

Big Game.

A man, all out of breath, recently rushed into the basement and said to a clerk: "A nickel mouse trap, please, and let me have it quickly, as I want to catch a train."

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.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 20—In the matter of White Lake Transportation Co., Whitehall, the trustee has filed his final report and account and the final meeting of creditors has been called for Oct. 29. The final account shows the following: Total receipts for the sale of assets, \$224.05; total disbursements for preferred claims and administration expenses, \$33.16; balance on hand, \$190.89. The dividend, if any, will be a very small one.

In the matter of Homer E. Raney, bankrupt, Eaton Rapids, the final meeting of creditors was held this day. The final report and account of the trustee, showing total receipts from all sources of \$226 and disbursements of \$18.82 was considered and allowed. There being insufficient assets to pay administration expenses and preferred claims in full no dividend was paid to general creditors.

In the matter of George B. Ferris, bankrupt, Grand Rapids, the adjourned first meeting was held this date. No testimony was taken and the matter was further adjourned to Oct. 28.

Oct. 21—In the matter of Henry S. Holden, bankrupt, Grand Rapids, this final meeting of creditors was held this day. The final report and account of the trustee, showing total receipts of \$2,869.51, disbursements for administration expenses, first and second dividend in accordance with the order of the court, \$2,391.79, and a balance on hand for distribution of \$477.72 was considered and allowed. Attorney and receiver fees were allowed, administration expenses ordered paid and a final dividend of 1 per cent. declared and ordered paid. The estate has heretofore paid two dividends aggregating 25 per cent., making a total dividend of 26 per cent.

In the matter of the Ludington Manufacturing Co., bankrupt, the special meeting of creditors on the trustee's petition for authority and direction as to certain matters was held this day. The following directions were given to the trustee. Trustee authorized to settle with Vorsch & McIntosh on their preferred claim.

Trustee authorized to sell all completed stock at not less than appraised value without further notice to creditors. On sale less than inventory price trustee directed to file a report for confirmation at the expiration of five days if no objections filed.

Trustee authorized to sell remaining uncompleted stock at best price obtainable, not less than appraised value and on sales less than appraised value to report same and have sales confirmed by the Court.

Trustee directed to file report of sale of equity in real estate and have the same noticed to creditors.

Trustee authorized to enter into contract with some attorney to institute suits against Louis Gutshaw for money claimed to be due this estate, to institute suit against Max Reichardt to recover \$12,000 paid said Reichardt for stock and to institute such other suits as may be necessary to protect the interest of this estate. This contract, so made to be on a contingent basis, leaving the estate free from any and all expense in connection thereto.

Oct. 22—In the matter of Mrs. W. S. Godfrey, bankrupt, Hastings, the first meeting of creditors was held this date. Claims were allowed. The first and final report of Otto Weber, receiver, was considered and allowed and the receiver discharged. The receiver's report of the sale of the assets of this estate to Lemuel R. Glasgow, of Hastings, for the sum of \$2,940 was considered and allowed and the sale confirmed. The matter of the election of a trustee was held open until the adjourned meeting of creditors. The first meeting was then adjourned to Oct. 30.

Oct. 23—In the matter of Richard Hill, bankrupt, Grand Rapids, this first meeting of creditors was held this date. It appearing from the bankrupt's schedules and from his examination at the first meeting of creditors that there are no assets in this estate not claimed as exempt, no trustee was appointed. The estate will be closed at the expiration of twenty days unless objections are entered.

In the matter of Guy C. Longcor, bankrupt, formerly operating a general store at Elmdale, the final meeting of creditors was held this date. Claims were allowed. The second report and account of the trustee, showing total receipts \$1,346.38, disbursements of \$665.26 and a balance on hand of \$681.12 were considered and allowed. The final report and account, showing total assets of \$681.52, disbursements of \$3 and balance on hand of \$678.52, was considered and allowed. The report of the trustee as to the commencing of suit against Herman Leiffers for violation of the sales-in-bulk law and also concerning acquiring the equity of the bankrupt in certain real estate was considered and it was determined that the trustee be not authorized to carry on such litigation. The matter of the final dividend and proceedings bearing on the bankrupt's right to discharge were postponed to an adjourned final meeting to be held Nov. 3.

Oct. 23—In the matter of John E. Truman, bankrupt, Manton, the trustee has filed his final report and account and the final meeting of creditors has been called for Nov. 4, at the office of the referee. The final report and account on file at this office shows: total receipts as shown by the first report, \$1,145; disbursements for preferred claims, administration expenses, \$294.96; first dividend of 10 per cent., \$458.40; total, \$753.36; balance on hand for distribution, \$391.64. A small final dividend may reasonably be expected in this matter.

In the matter of Harry J. Moore, bankrupt, Howard City, the trustee has filed a report showing that he has received an offer of \$534 for the stock and fixtures of the bankrupt and an order to show cause why the same should not be accepted has been issued returnable Nov. 3. The offer is based on the inventory and is at 60 per cent. of the same.

Oct. 24—In the matter of the Lyons Machine and Manufacturing Co., bankrupt, Muskegon, the bankrupt has filed in this court his written offer of composition and an order for a special meeting of creditors has been issued calling such meeting for Nov. 5. The bankrupt offers 33 1/2 per cent. on all claims allowed or to be allowed in this matter, except those entitled to preference and those secured. Creditors desiring to accept the offer should file in this court on or before the date fixed for the hearing their acceptance in writing. The bankrupt's schedules on file at this office shows preferred claims amounting to \$263.77; secured claims amounting to \$10,375; ordinary claims amounting to \$25,663.17. The bankrupt also has a liability as endorser on notes of makers other than itself that ought to be paid by such makers.

Oct. 26—In the matter of Ralph E. Van Kuiken, bankrupt, Grand Rapids, the final meeting of creditors was held this day. The first report and account and the final report and account of the trustee were considered and allowed. There not being sufficient assets to pay all preferred creditors in full, no dividend was declared and ordered paid to general creditors in the matter.

St. Joseph Referee.

St. Joseph, Oct. 19—In the matter of James Ingersoll Day, bankrupt, Hamilton township, Van Buren county, the trustee filed report showing final sale of the remaining assets of the bankrupt to H. B. Lawrence, of Lawrence, for the sum of \$25. The sale was made subject to confirmation by the referee.

Oct. 20—In the matter of the National Gas Light Co., bankrupt, of Kalamazoo, the trustee filed petition for review of the referee's order in allowing the claim of John Dunlap Co. for \$2,222.72, whereupon a certificate was made by the referee to permit a review of the order before the District Judge.

Oct. 22—In the matter of Frank W. Flint, bankrupt, Saugatuck, in the objections and specifications of the F. Mayer Boot & Shoe Co. of Milwaukee, to the discharge of the bankrupt a certificate was made by the referee as special master finding that the specifications of the objecting creditor had been sustained and recommending that the bankrupt be denied his discharge.

Oct. 24—In the matter of Oral F. Huber, former druggist, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors at the latter place on Nov. 5, for the examination of the bankrupt, the proving of claims, the election of a trustee and the transaction of such other business as may properly come before the meeting.

In the matter of D. W. Blanc, bankrupt, of Kalamazoo, the referee entered an order calling the first creditors meeting at the latter place for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may come before the meeting. This schedule of the bankrupt discloses the following liabilities and assets:

Liabilities.	
City of Kalamazoo, taxes	\$ 6.10
Ackerly Remick Co., Cuba, N. Y.	270.00
American Tag Co., Chicago	16.50
Arbella Cheese Co., Millington ..	336.11
Bangor Creamery Co., Bangor ..	444.78
A. H. Barber Creamery Supply Co., Chicago	22.00
Brohead Cheese & Cold Storage Co., Brodhead, Wis.	392.50
Buna Vista Cheese Co., Saginaw	118.02
Creamery Package Mfg. Co., Chicago	7.00
J. B. Crofoot & Co., Chicago	3.08
Geo. Ehrat & Co., Chicago	294.39
G. B. Elliott, Jonesville	137.75
Fairfield Butter Co., Fairfield ..	876.34
Friedere Bros. Creamery Co., Antigo, Wis.	562.56
S. Calle & Co., New York	2.50
Garvery Fountain Brush Co., St. Louis	207.89
H. Gerber & Co., Chicago	556.53
Hammond Standish & Co., Detroit	238.30
Geo. B. Harris & Co., Cuba, N. Y.	90.00

Walter J. Hirsch & Co., Chicago	39.59
Hopkins Creamery Co., Hopkins	399.54
Holly Cheese Co., Holly	295.43
John F. Jelke & Co., Chicago ..	65.25
H. D. Keller, Findley	95.00
J. L. Kraft & Bros., Chicago	62.00
Geo. W. Linn & Son, Chicago	77.50
McLaren Imp. Cheese Co., Detroit	86.18
C. McGowen, Sodus	24.65
Martin Dairy & Produce Co., Chicago	9.00
Carl Marty & Co., Chicago	178.13
Myer & Wenthe, Chicago	177.61
Michigan State Telephone Co. . .	14.19
Neuman & Schwiers Co., N. Y.	162.45
Orleans Creamery Co., Orleans ..	137.50
Park Fall Creamery Co., Park Falls, Wis.	137.34
Egbert Pelon, Holland	68.40
Leroy Hornback & Chas. Haffell, Kalamazoo	44.00
Quick & Co., Nashville	22.20
C. E. Reist, Maple Rapids	211.26
Ripon Produce Co., Ripon, Wis.	705.36
Rothlisberger & Co., N. Y. City	609.00
Rice Lake Creamery Co., Rice Lake, Wis.	263.00
E. S. Shellman, New Holland....	57.00
Tecumseh Butter Co., Tecumseh	730.94
M. Uhlam & Co., Chicago	125.01
H. M. Walker, Alamo	576.38
Winnebago Cheese Co., Fondulac, Wis.	179.54
Halley Cheese Co., Halley, N. Y.	40.00

Assets.	
Stock in trade	\$ 918.00
Notes, books, etc.	150.00
Accounts receivable	914.77
\$ 1,982.77	

Steady, Now Steady!

We are one hundred million people occupying the most prolific and wonderfully endowed territory on earth. In this great crisis we are destined to be the balance wheel of civilization, the reciprocating parts in the machinery of reorganization which must follow after the clash of arms is stilled.

Never was a great nation better prepared to take full advantage of the opportunity thus offered. In our vast confines are contained all the essentials of life in greater abundance than ever before. While the armies of Europe are tramping the grain fields and destroying the avenues of distribution our husbandmen are gathering vast crops and the machinery for their conservation is intact.

While the old world is burning millions of treasure daily, we are accumulating and adding to our store. While the finances of the European

powers are crumbling into chaos, ours were never better or on a more sure foundation.

From the four points of the compass will come a cry for our food and our manufactured products of every kind. Of all the nations we will have in the greatest abundance the necessities for rehabilitation.

Let us have no fear of impending disaster or feel uncertain as to our future but attend to our business, firm in the knowledge that of all the people on earth we are the most favorably situated, and that it is our destiny to be the leading force of the world in commerce and finances.

Naturally.

"I can truthfully say my business is never at a stand still."
"What is your business?"
"Motion pictures."

When a fool has nothing to say he's never satisfied until he says it.

Make Out Your Bills
THE EASIEST WAY
Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros., Grand Rapids, Mich.

GEO. H. DAVIDSON
Consulting Contractor and Builder
Estimates and Superintendence Furnished on Short Notice
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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.

Reynolds Flexible Asphalt Shingles
In Natural Colors, Unfading
RED—GREEN—GARNET—GRAY

HAVE ENDORSEMENT OF LEADING ARCHITECTS

Fully Guaranteed Fire Resisting

10 Years Test

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

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

THE CROWN CITY.

Glimpses of California's Most Beautiful Community.

Written for the Tradesman.

If you go to Pasadena from Los Angeles and by the Pacific Electric, you ride out past wholesale houses and a few factories, then through the older, poorer section of the City of the Angels, its dirty back dooryard, so to speak, where squalid little hovels are perched upon or clinging to the sides of the dobe hills. Leaving all this behind, you go on toward the north and east, riding through a hilly country, with fields brown and sere the greater part of the year, not valuable looking land to eyes accustomed to the lush pastures of Michigan; but if you think it isn't worth much, try to buy a section or two of it! A few recently built suburban villages are to be seen along the route. The train winds around among the hills and after a half hour's ride you reach Oneonta Park, when you may know you are nearing the show city of a show country; for better than any other place, Pasadena exemplifies some of the peculiar beauties of Southern California.

If you are on an Oak Knoll car you will go around by that wealthy and fashionable suburb; if you have taken the Short Line you pass through South Pasadena directly into the famous little city of Pasadena. The Crown City, it is called, for the town stands at the head of and in the most romantic and beautiful portion of the San Gabriel valley, and the name Pasadena is made up of two Indian words which, freely translated, mean Crown of the Valley. The crowning city it might properly be termed, taking the estimation in which it is held by its loyal residents, who are all staunch boosters. It is a most unique little municipality, just the like of which can not be found elsewhere on this green earth.

Pasadena lies at the foot and directly south of the Sierra Madre mountains. Mount Lowe, Mount Wilson and Mount San Antonio (Old Baldy) are prominent peaks all within sight and within easy reach. On the east is Eaton Canyon and all along the west is the Arroyo Seco, a great gulch extending down from the mountains, dry in summer and even during the rainy season containing most of the time only a tiny stream of water, one of the sources of the Los Angeles River.

Last winter there was completed and opened a bridge of reinforced concrete over the Arroyo, 1,467½ feet long and costing \$200,000. It is one of the largest concrete bridges in California and contains one arch that has a span of 223 feet and is 154 feet high—one of the largest arches of this construction in the world. This bridge is further remarkable for its great beauty.

During the days of Spanish rule the Arroyo was a celebrated hunting ground, wild cats, mountain lions and bears being the quarry. Here was the scene of bull fights and bear baiting even up to October 26, 1872,

when the last great public bull fight occurred.

It is interesting to note that the slopes and canyons of the Arroyo in these modern days are much photographed by the moving picture people when they want wild and picturesque scenery. Recently Pasadena has made a public playground of a part of the Arroyo, and there is a plan on foot to convert a great tract of it into an immense park extending from Pasadena to Los Angeles, thus preserving its wonderful natural beauties.

The history of the Arroyo Seco region can only be touched upon here. Before white men came the Indians were there. Then during the occupation of the Spanish Fathers it was a portion of the lands belonging to the San Gabriel Mission.

In 1827 three and a half square leagues of land extending over the spot where Pasadena now stands was granted by the church to Eulalia Perez de Guillen, a Spanish lady of noble

ple so easily satisfied that they think buying Calumet & Hecla at 25 and selling at 1,000, a fairly profitable speculation!

The City Auditor's estimate of Pasadena's wealth as \$100,000,000 takes into consideration only property actually there, not the immense holdings which some of its residents own elsewhere. But even the \$100,000,000 gives a per capita wealth of almost \$3,000, believed to be the highest in the world.

The history of the present Pasadena dates back to 1873, when the San Gabriel Orange Grove Association, better known as the Indiana Colony, purchased 4,000 acres of the San Pasqual Ranch and had 1,500 acres of the choicest portion of the land divided into tracts of from fifteen to sixty acres each. There were twenty-seven stockholders in the company and 100 shares of land. The stockholders met on a January day in 1874 to select their plats of ground. Selection was made

wins out in the financial game and becomes a magnate, whether it is of lumber or beer or chewing gum or plows or patent medicine or what not, he will come with his family to Pasadena to spend the winter, very likely building a fine residence in that city of palatial homes.

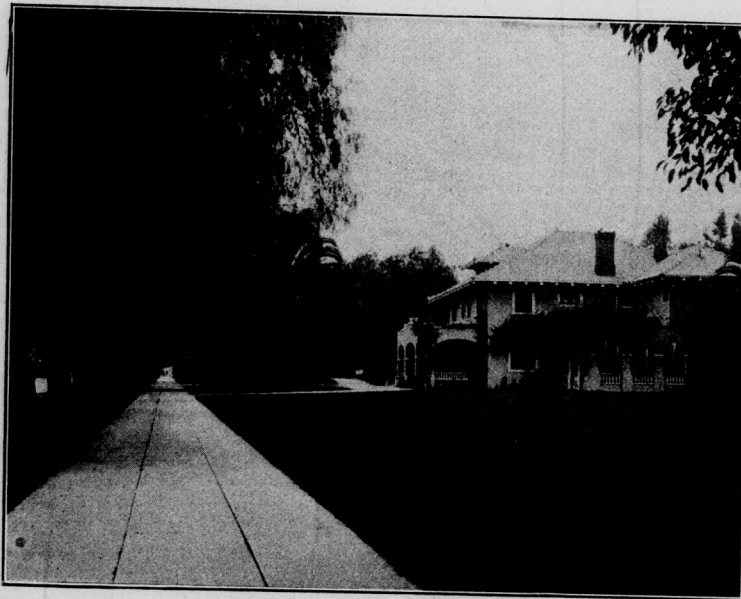
Among its 35,000 inhabitants, Pasadena has fifty families each worth a million or more. Not every city of this size, in planning a charity ball, could do as well as was done in Pasadena in the winter of 1912 and 1913—count on the presence of four men worth nearly or quite a hundred million each.

Frederick Weyerhaeuser, of lumber fame; Adolphus Busch, the great St. Louis brewer; Chas. G. Gates, son of "Bet-You-a-Million" Gates; Henry E. Huntington, the traction magnate whose home near Oak Knoll is counted the finest residence in Southern California; Montgomery Ward; E. W. Scripps, the publisher; Colonel G. G. Green; M. Cochran Armour, the steel magnate of Chicago; A. F. Gartz, whose wife is a daughter of Richard T. Crane; J. S. Cravens, who married "Chewing Tobacco" Myers' daughter; John B. Miller, President of the Southern California Edison Co., may be mentioned as almost world-known names, at least part-year residents of Pasadena, and the list is far from complete. The reader will note that within the last year and a half, death has claimed a number of those mentioned.

Here one sees the gentler and more amiable side of wealth. The harsh and unscrupulous methods by which large fortunes too often are acquired certainly are not in evidence. The money in most cases is not made here. If some of it possibly may be tainted, there seems no especial necessity for tracing the contamination. Nor are the lavish, reckless expenditure, the profligacy, the dissipation and immorality that we are compelled to associate with great wealth in some resort cities, observed in Pasadena. It is, in fact, a very staid and much regulated city, from which one carries away the impression of great expanses of lovely greensward and a profusion of beautiful flowers, rather than of the usual unethical accompaniments of high life.

Pasadena has other notables besides its rich people. Indeed it can not be said that money talks any louder here than elsewhere, and the Pasadenans are especially zealous in according honor to those who have achieved distinction in art, literature or invention.

Rev. Robert J. Burdette is, perhaps, her most loved and distinguished citizen. Prof. T. S. C. Lowe, inventor of gas machinery and famous in civil war times for making the use of balloons practical for military purposes, was a resident held in very high esteem. One of the great engineering feats of his later years was putting the incline railway up the steep slopes of the mountain that bears his name. Francis Fisher Browne, editor of the Dial, was another notable. Both these gentlemen died something over a year



Typical Residence in Pasadena.

birth, famous as a nurse and in works of charity, as a reward for her devotion and a provision for her old age. She was the first person to have civil tenure in this region. She, however, never ratified her title and all rights derived from her deed merged in the Garfias claim. Eulalia died in 1878 at the remarkable age—and it is verified—of 143 years.

The San Pasqual ranch, as her grant was called, was given by the Spanish Governor to Lieut. Col. Garfias in 1843. All Pasadena titles trace back to the patent granted him by the United States in 1863, bearing the signature of Abraham Lincoln. In 1859 Col. Garfias and his wife deeded the property to Benjamin Wilson for \$1,800.

It would be hard to find a more striking instance of rise in real estate values in little more than half a century's time. Of this land that sold for a few cents an acre there are single lots now worth many thousand dollars each, and on its stands a city whose aggregate wealth is estimated at \$100,000,000. Yet there are peo-

most amicably, each one being able to secure the tract he liked best without conflict with the preference of others. The heavier stockholders had magnanimously arranged that the one and two share men should have first choice. The man who owned most waited until all the others had chosen, saying that any of it was good enough for him. He got 180 shares in the vicinity of what is now South Pasadena.

These founders of Pasadena were not for the most part especially wealthy persons. The coming of the millionaires is probably largely due to the fact that some fine and excellently managed hotels were established in Pasadena quite early in its history. These, together with the natural beauties of the place, its Southern California climate and its proximity to Los Angeles, made the town one of unusual attractiveness to persons of wealth. The millionaires came and have continued to come. Birds of a feather naturally flock together; so it is now quite the usual and expected thing that when a man

ago. Ex-Senator George F. Edmunds of Vermont, is one of the men of National reputation whose home is in Pasadena. Mrs. E. H. Conger (Sarah Pike Conger), widow of our Minister to China during the Boxer uprising and a writer of considerable note, lives there. Mrs. Garfield, widow of President Garfield, is a resident of South Pasadena. Celebrities from all over the world visit Pasadena, and are sure to receive there the consideration that their fame merits. Dr. Henry Van Dyke and Miss Zona Gale were especially distinguished visitors in 1913. Last winter Hon. Charles W. Garfield, who enjoys an international reputation as a forester, horticulturist, philanthropist and humanitarian and who is everywhere regarded as the most useful citizen of Michigan and the foremost citizen of Grand Rapids, was there with his wife.

There are other Grand Rapids names which must not be omitted. William Thum and Ferdinand Thum are long-time residents. The former was Mayor of the city for some years. Willard Barnhart, President of the Old National Bank, has a winter home in Altadena, which is the higher Pasadena, the part of the city lying nearest the foothills. Mr. and Mrs. Thomas Friant, Mrs. M. J. Smiley, Mr. and Mrs. Lew Withey, Madame Waters, Mr. L. B. Eaton, Mrs. M. V. Aldrich, Mrs. Helen Shepard, Mrs. William C. Hoag, Mrs. J. C. Fitzgerald, Mrs. Edmund D. Barry, Mrs. William Winegar, Mrs. E. W. Tingham—all these either are or have been located in Pasadena or else counted among the winter residents at the hotels. There are many other equally prominent Grand Rapids people who either live here or come yearly whose names are not secured. Dr. W. C. Smith, formerly with Peck Bros., is now an orthodontist here—that is, a specialist who straightens teeth. He works entirely with children.

From this very brief and fragmentary personnel of Pasadena there is one name that must not be omitted—that of Amos G. Throop, a wealthy and benevolent man, for some years a resident of St. Clair county, Michigan, and one of the organizers of the Chicago Board of Trade. "Father Throop," as he is reverently called by grateful Pasadenans, founded and gave to the city the institution that has developed into the present Throop College of Technology. This was the first school of manual arts west of Chicago. The establishment since of numerous excellent polytechnic high schools in this region has enabled Throop to relinquish secondary work and devote itself wholly to the higher. It ranks with the Massachusetts Institute of Technology and others of the best colleges of its kind in the East.

Wealthy men have become interested in its welfare and it already has had substantial endowment besides that originally provided by Father Throop. Indeed its financial footing is well assured. By a recent gift it received a valuable tract of land dotted with magnificent live oaks. Among

these stately trees some fine new buildings have already been erected and others will follow.

William Thum deserves credit for a very practical benevolence to Throop, he having established a fund known as the Public Works Scholarship Fund, for providing employment to students who need to be self-sustaining.

Ella M. Rogers.

Getting Customers Into the Store.

The H. Le B. Hartt Company, of Medina, N. Y. has been running a store which has been devoted to the selling of furniture for thirty-five years, although Mr. Hartt has been in business at the store for only one year. During that time he has increased the business by over 20 per cent. above the best year that the old management had ever had.

How did he do it? One of his methods was a startling innovation for Medina, although it had been done before in other places. He gave a buffet luncheon on the third floor from two to five in the afternoon, and seven to ten in the evening. He sent out invitations to a selected list of names on his mailing list. Over two thousand people came into the store that day, and partook of his hospitality. He ordered a quantity of flowers, and gave each of his visitors one of them as they came downstairs. Then, as they finally passed out the door, he presented every one with a plate.

This was on a brisk day in October. Some of the visitors bought goods that day. Others came back—especially was the effect of this plan observed in December, when people were buying for Christmas. They came back to Mr. Hartt's store because his enterprise had made an impression on them, because they had remembered seeing something at their previous visit that they wanted and were not able to buy at the time.

Mr. Hartt's experience cost him a little over \$100; but he could trace more than that amount of business to it. Besides, he has increased the business of his store by 20 per cent. in one year.

What Shall We Do With the Apples?

Of course the Government, to which we all turn in our troubles nowadays, must take cognizance of the conditions in the apple market. The crop is good and the market is poor. Here

is no "local issue," like General Hancock's tariff problem. There ought to be over forty million barrels of apples this fall to divide among a hundred million people. The disposition of this amount does not seem impossible. But, we are told, the system of distribution and transportation is such that, although there are parts of the country where the grower will consider himself fortunate to get a dollar a barrel, we may expect to continue to pay a half-dollar or even 60 or 70 cents for a peck of the fruit at the store. Now there is the parcel post; is anything easier to post than apples? How nicely they will fit into the chinks in the mail sack! A better fit, surely, than the brick and pig iron that are being shipped by mail. And so long as the railroads are not permitted to collect charges from the Government for the transportation of the increased postal tonnage why not reduce the parcel post rate on apples in this emergency?—Providence Journal.

It's far easier for many a man to declare his opinion than to prove that he really has one.

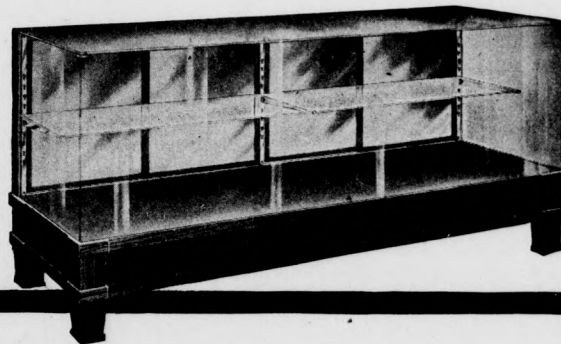
Home never seems as good to a man as when he is a hundred miles away and broke.

To Prevent Egg Breakage.

New York, Oct. 27—The egg trade continues to show material interest in the development of the new type of specialty constructed freight car for the shipment of eggs, for which it is claimed that it minimizes the breakage. A large delegation from the trade witnessed a second demonstration of the device which was invented by Cutler & Monasmith, one day last week, and were enthusiastic over the apparent success of the device.

It consists in providing not only spring buffers at each end of the car, but in loading the eggs on floor racks which are supported by iron pipe rollers extending across the car floor, so that the whole load moves as a unit against the end buffers, thus absorbing all shocks in the direction of the car's motion.

When the car was unloaded it was found to be in apparently perfect condition except one case, which had evidently come in contact with some projection on the car side; but even in this case there were no broken eggs. The car was an old one, the floor rough and the floor racks very uneven; and after its arrival at the Weehawken yards it was subjected to much switching and hard usage. The floor under the pipe roller showed that the load had been shocked backward and forward over a space of about five inches, and that the whole load of 416 cases had shifted as a unit. A loose egg which had been placed in the hay packing used to fill the open space in each end of the car was unbroken.



"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



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

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

165 N. STATE ST., CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



Acquire a Thorough Knowledge of Your Stock.

"This line of flannel is 10 cents a yard and this line is 15 cents," remarked a salesman.

"But what is the difference? Is the 15-cent stuff worth that much more?"

"I—er—well, I suppose it must be, for they charge more."

The foregoing dialogue is illuminative. It shows, for one thing, why a great many sales are lost. It shows, too, why the clerk who makes a practice of studying his goods in every detail is pretty sure of advancement.

Of course, in the making of a salesman, the psychological side of selling is important. The salesman must be courteous, pleasing in manner, tactful, and alert to size up and adapt his methods to the individual customer. But the practical side of salesmanship is just as important; and the practical side of salesmanship includes a thorough knowledge of the goods which the salesman is called upon to sell.

The goods may sell for 10 or 15 cents a yard, or they may sell for ten times as much; the margin of profit on each individual sale may be small, or it may be large; but the principle throughout is identical. To talk to the customer convincingly, you must possess a thorough knowledge of the goods; and a thorough knowledge of the goods can be acquired only by dint of persistent study and enquiry. Yet the new clerk can not spend his odd moments more profitably than in studying his goods. Knowledge of the goods is a sure and safe foundation for advancement.

True, in a fair proportion of sales the customer chooses an article from the counter, without asking questions of any kind. True, too, the clerk who shows the goods and lets the customer do a good share of the talking will, if wide-awake, pretty soon know which article the customer likes best, and will often make a sale by pushing that article. But in a large share of the sales, the salesman must, if he wishes to convince the customer, depend solely upon his knowledge of the goods and his ability to discuss them intelligently. He must be able to make comparisons between one line and another, to point out where in a high-priced line represents better value than a lower-priced article. The clerk who is able to speak with confidence and authority as to his goods is the clerk whose advice will carry conviction to the customer; he is the clerk who will make sales

where his competitors and conferees merely follow the line of least resistance.

So it pays to acquire practical knowledge of the stock at every opportunity.

This is just as true of the merchant as of the clerk. The head of a dry goods business, however small, is pretty sure to be well equipped with practical knowledge; but he is never so well equipped that he can not acquire more. The dry goods business is undergoing a continuous evolution, and the man who wants to advance in his business must keep himself thoroughly posted as to the most recent methods. For this reason it pays the merchant to break away now and then from the everyday routine of business and to visit the wholesale and manufacturing centers of his trade. It pays him, too, to facilitate similar trips on the part of his department managers.

One dry goods firm in a small city has adopted the expedient of a welfare association for its salespeople. The salespeople are the members and elect the officers of the association; meetings are held regularly at which, in addition to social entertainment being provided, store topics of a practical nature are discussed. Furthermore, the association provides a regular fund, to which the firm contributes liberally, and from this fund provision is made for sending one or other of the salespeople at regular intervals to the large wholesale centres. These are pleasure trips to a large extent but they have a decidedly practical side. At the next subsequent meeting of the association the salespeople who have gone as guests read papers dealing with their observations of methods and styles and give the entire staff the benefit of the information acquired while away. Greater interest on the part of all the clerks in their daily work and a higher degree of selling efficiency are the direct results of this innovation.

Whatever the method, the merchant will find it advantageous to give his salespeople every possible assistance in acquiring practical and useful information regarding the stock. Naturally, the merchant himself must be well posted, and must be ever alive to new suggestions and ideas, and watchful of new methods of manufacture and retailing. Such information is not merely helpful to the merchant in training his salespeople to greater efficiency; it is excellent ammunition to use at the buying end of the business. With a goodly store of practical information, the retailer can talk

intelligently with manufacturers and wholesalers or their representatives, and can purchase with more confidence and secure better results.

Frequent staff gatherings are helpful in keeping the clerks interested and posting them on the selling points of new goods. One merchant makes it a point, when a new line of goods comes in, to have a little talk with his salespeople who are to handle this line, in which the various selling points of the goods are elucidated. Conferences of this sort are helpful, too, to the merchant in buying; for often the salespeople are closer to the customers than is the merchant himself, and better posted as to what are the popular selling lines.

The merchant, and the clerk also, will find in the trade paper an invaluable help in acquiring practical information. There was a time in the history of retailing when the merchant jealously guarded his trade paper, and regarded its perusal by a clerk as something of an infringement upon his own prerogatives. But this time is long since past. The crying need of the present day is an ample supply of clerks who know things, or who are sufficiently interested in their work to seek for practical knowledge; and the wide-awake merchants is only too glad to help them in securing information that will add to their efficiency.

William Edward Park.

Why the Preacher?

On the trip of the Grand Rapids jobbers last week, at which time a large number of towns were visited, a lady at Stanton asked a reporter, "Why do you always bring along that minister? I should think he would feel lonely in such a crowd of high rollers." She referred to Lee M. Hutchins of the Hazeltine & Perkins Drug Co., well known in Ionia. —Ionia Sentinel.

Death must be a welcome relief to the man who is compelled to hustle eighteen hours daily in order to keep his life insurance premiums paid up.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 M. St.
Grand Rapids, Mich.

Are Your Net Profits Satisfactory?

Probably not, if you are like nine out of ten merchants.

Your trouble probably is (1) you have too much of some items; (2) not enough items.

If you will buy the "many lines in one bill" offered by our monthly catalogue of General Merchandise, you easily can apply the remedy.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

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.

One Theory of War's Causes and Duration.

Detroit, Nov. 3—There are certain known facts bearing upon the cause and time of duration of the war in Europe which do not appear to have received consideration. These may be chiefly stated as follows:

Austria, as well as Germany, for some time past has been suffering from serious economic disturbances; Austria has been borrowing money Germany has over-traded, owing to the extension of credit through its credit banks. Each country was suffering from severe socialistic disturbances, and it was evident that a revolution in Austria could not long be delayed. Germany well knew that a revolution in Austria, leading to the establishment of a democratic form of government, would be followed by a similar revolution, or something approaching a revolution in that country. Russia was seething with discontent. England had suffered from severe strikes, and Ulster was threatening rebellion. It was necessary to divert the minds of the people—the masses. Austria's attack upon Serbia with German connivance was intended, without doubt, to divert the people. Germany was informed of the preparations of Russia, and felt that a war with Russia would result to the benefit of the German nation, as Germany would undoubtedly win and claim as reimbursement for war expenses all of Russian Poland and a considerable portion of the wheat country nearest to Germany. It also knew that France, as an ally of Russia, would take up arms. Germany argued it would be easy to thrash France, and, having succeeded and obtained a large war indemnity, it would be easy to take care of Russia.

Germany, without doubt, intended that the war should take place on French soil. The general staff could not conceive that Belgium would be so foolish as take up arms and thus

involve the destruction of its cities, and the paralyzing of its trade. Germany did not believe that England would take any part. It argued that England had nothing to gain but all to lose in case Russia should be successful, for it was fully understood that Russia aims at the ultimate control of India.

The German nation undoubtedly had no desire to carry on war with England by force of arms. Germany recognized that if the commercial progress of the German Empire continued in the future as it had in the past, the commercial war would ultimately destroy England. England argued: The war will give us an opportunity to destroy German foreign trade. We, in connection with the Japanese, can occupy all the German colonies and establish trade relations in localities where we previously have sold our products, but where of late the Germans have superseded us.

It has been common comment for some years past, in diplomatic circles, that England would have to fight or lose her foreign trade. The idea that England would fight for the support of any party obligation was treated with derision. "Perfidious Albion," had been known in the past to violate treaties when its commercial necessities made it convenient.

The facts regarding the continuation or time of duration of the war are:

Austria is without food and money. Germany has both food and money, and also a magnificently trained body of troops with all required equipment. Russia has a great body of poorly trained troops and is deficient in equipment. France has a large body of very badly equipped untrained troops, with plenty of food and money. England has a very small army (approximately 160,000 men), fairly trained, with poor equipment. Its recruits are practically worthless, as they have neither equipment nor

the physical characteristics to stand a campaign.

The English navy, so far as warships is concerned, is superior to the German. The German is superior to the English in submarines and airships. The Germans are undoubtedly amusing the Allies, or in other words, are allowing them to use themselves up. In due time Germany will start a forward movement, and in all probability its submarine and air fleets will destroy much of the British navy.

The whole question resolves itself down to whether or not Germany can stand the economic disturbance for a sufficient length of time to enable her to carry out her programme. If Germany finds out that she cannot do this, she will probably propose peace, or be agreeable to a peace with England, which once made, will leave Germany free to finish up France and Russia. Belgium, and probably Holland, will cease to exist.

It should be remembered that England is first, last, and always for business, and if some arrangement can be made with Germany, whereby the two countries will agree to divide the foreign trade and not trespass either on the rights of the other, all considerations, treaty obligations, etc., as regards the other countries involved in the war will be of no moment.

Geo. Hillard Benjamin.

Boomlets From Bay City.

Bay City, Nov. 2—Articles of incorporation of the Fulton Manufacturing Co., of Bay City, have been filed with the Secretary of State.

Frank A. Gause, who was employed for four years as Superintendent of Schools on the Canal Zone, has been chosen Superintendent of our city schools. This indicates that the Board of Education war, which has been waged for several months, is ended.

To-day a new schedule will be in effect on the Detroit & Mackinac

Railway, which cancels one train each way between Alpena and Cheboygan. Many traveling salesmen will be greatly inconvenienced by this change.

Roscommon merchants are showing a fine quality of apples grown in that vicinity. Roscommon county is rapidly coming to the front as a fruit district.

Max Sandsberg, who conducted a general store at Rose City, is now a resident of West Branch, having purchased a shoe stock there.

The managers of railway haven't any consideration, as a rule, for the other fellow. Last week the writer checked three pieces of baggage at an electric railway station to Bay City, the distance being twenty-five miles, and was required to pay \$1.50. The cost over a steam road for the same distance would be 42 cents. The question to be solved is, for what reason are electric roads privileged to charge \$1.08 more than their neighbors?

Pub. Com.

The Blame for Continuance.

Kalamazoo, Nov. 3—So much has been and still is being said and written concerning the responsibility for this titanic struggle; after the tremendous losses of all kinds on both sides and the world-wide suffering, it seems to me that at this time it is more important to know who is to be blamed for the continuance of this senseless destruction of life and property, which will never be justified by its outcome.

If all the neutral (as far as the suffering is concerned this word does not exist) countries would unite and declare that they will give their moral support to the side which, out of deference to the universal desire for an early peace, takes the initiative in the negotiations for peace, the statesmen of the other side would be extremely short-sighted if they did not favorably consider such a movement.

E. A. S

GRAND TRAVERSE BRAND



RUSSET DRINKING CIDER

GRAND TRAVERSE BRAND



MIKESSELL & COMPANY
TRAVERSE CITY, MICHIGAN.

A STERILIZED CANNED
RUSSET DRINKING CIDER
MADE FROM RUSSET SWEET
AND SOFT APPLES.
FREE FROM SEEDS THOROUGHLY
CLARIFIED, AN UNFERMENTED PURE
FRUIT PRODUCT ESPECIALLY PREPARED
FOR DRINKING PURPOSES.
CAN BE USED FOR MINCE MEATS,
PIES AND PASTRIES, ETC.

ABSOLUTELY PURE
FREE FROM
PRESERVATIVES.

WEIGHT OF
CONTENTS
TYPED
IN OUNCES

GUARANTEED BY
MIKESSELL & COMPANY
UNDER THE FOOD
AND DRUG ACT
JUNE 30, 1906.
SERIAL NO. 10008

GUARANTEED TO KEEP IN ANY
CLIMATE IN PERFECT CONDITION
FOR ONE YEAR

GRAND
TRAVERSE
BRAND OF

Grape and Russet Drinking Cider

IN
TIN
CANS

Free from all preservatives. Brand well established. Protected by quality to the consumer. Sale guaranteed by jobber to the Retailer. Attractive placards for the Retailer. Just what your trade demands. Always ready to be served. Made of sound, well ma-

tured grapes and late winter varieties of Grand Traverse apples. If you have knowledge of the reputation of the Grand Traverse apples you will purchase our Grape and Russet cider for your own personal use. Can secure same through all Michigan jobbers.

The manufacturer has given twenty years of his life in perfecting an absolutely positive process for furnishing to the consumer apples natural product, the GRAND TRAVERSE brand of Drinking Cider.

Our ciders can be secured through wholesalers in

Grand Rapids, Detroit, Saginaw, Flint, Bay City, Muskegon, Cadillac, Sault Ste. Marie and Traverse City.

THE Grand Traverse brand of Drinking Cider is manufactured at Traverse City, Mich., in the center of the fruit section. Natural resources favor the city as the gateway of fruit shipments. We have located our plant here where we can secure the finest fruit in unlimited quantities. We use the best grade of pears, crab-apples, grapes and apples in the manufacture of our fruit juices.

We are offering at the present time in limited quantities, the blended fruit juice, especially our 30% grape juice and 70% sweet apple, russet and sour apple.

Our ciders are thoroughly clarified through the latest improved system, perfectly sterilized so as to retain its natural color and flavor. All receptacles and pipe lines are copper; everything perfectly sanitary in our plant.



Fighting the Mail Order Houses With Facts

Written for the Tradesman.

Don't lie about the mail order houses. Don't say that they sell only inferior goods, or that they are swindlers. Don't make other statements regarding them that you can't substantiate. The slandering of a business competitor, if it involves no more serious consequences, is sure to react upon the slanderer to his detriment.

Fight the mail order houses with facts.

Here is a class of facts readily ascertainable in any community where people send away for goods—facts that should be a help to the home dealer and a hindrance to the mail order houses. With any kind of a ready-made garment or article that requires to be fitted or adjusted to the figure or the foot or the hand or the head, there is bound to be trouble when people try to send away for it. Not trouble in every particular case, because sometimes the buyer at long range is lucky and gets the right thing without ever having seen it or tried it on; but trouble in enough cases for you to point your moral to good effect.

Here is Mrs. A—who sends to Chicago for a suit. Of course she has to wait for it several days. When it comes it will not answer. Although she followed the directions for taking the measurements as carefully as she could, the coat is altogether too large—so large in fact that no slight alterations will bring it down to the proper size. She writes to the house stating the difficulty. They reply, asking the privilege of sending on another. She writes again, telling them they may do so. When this second suit comes, it is nearer a fit, but the material, which was a substitute, "the nearest they had in her size and they hoped it would please her," is not at all to her liking. She returns this suit also, finally purchasing of her local dealer. Several weeks were consumed in her attempts to buy in Chicago, during which time she paid a week end visit to her old home. Of course she particularly wanted to have her new suit to wear on this occasion, and in fact had made her order of the Chicago house in what she supposed was ample season. But the time came to go when she was hung up between their two attempts, so she wore her last year's clothes.

Miss M. sent for a hat to some millinery establishment that advertises ready-to-wear hats in a magazine the M.'s take. The hat came in

due time and Miss M. can not say that it was not as represented. But it was not becoming, in fact was not Miss M.'s style at all. And the colors, while they were those named in the description, were not shades that harmonized with anything else Miss M. had. She sensibly decided to bundle it up and send it back, of course paying the return transportation charges, which in this case were a total loss to her.

Even where the mail order house stands both the sending and the return expense of an unsatisfactory purchase, there is annoying delay and the purchaser is out the use of her money and the use of the goods, very likely just when she needs them most. Not infrequently the customer decides to keep the ill-fitting or unbecoming article and make it do, to avoid further bother. It is well known that mail order purchases sometimes are retained and worn, when the same goods offered by the home merchant would be rejected perhaps even with scorn.

Experiences in trying to buy shoes by mail furnish good arguments for the home dealer, for there are no small number of feet that it is practically impossible to fit from size number or measurements.

The local dealer, tactfully and without letting it be known that he is seeking such information, should find out about every case he can where a mail order house patron has been disappointed or delayed or has at last decided to keep an unsatisfactory article. He should ascertain the exact details and all the loss and bother involved. Then he should use this information, not in a way that can be offensive to individuals, but to show his customers the genuine and tangible advantages of buying where they can see and try on the goods.

In his advertising and in his talk he should persuasively maintain that correct fit, color harmony, and adaptation to the individual are absolutely essential to correct dressing; and that these indispensable qualities can be secured surely and easily in all ready-made wear, only by seeing and trying on before purchasing. All this is founded on undeniable fact. The trouble, delay, disappointment and expense involved in sending away for all such goods, can be brought in as telling side arguments. K. K.

A joke isn't necessarily new because it has never appeared in print. It may have been on tap before the art of printing was discovered.

THE BOSS' FAVORITE.

The Man Who Doesn't Have to Be Told.

Written for the Tradesman.

There are people who do not seem to realize that the boss has any favorites.

And there are folks who frankly say that, if the boss does have any favorites, he hasn't any right to have them.

And among people of subordinate positions there is a vast army of malcontents who contend that favoritism keeps them out of the better places higher up.

After all the boss is human, and it would be strange if he didn't have his favorites. And having them, who has the right to deny him the privilege of expressing his favoritism?

Suppose we admit, for the sake of getting the discussion out into the open, that favoritism is the fruitful source of promotion; the question remains, Why is favoritism?

The primary definition of the word favorite is, A person or thing particularly favored or liked.

But why do employers—as a general rule, to which there are few and

unimportant exceptions—particularly favor or like certain of their employes? Why is it that certain men are chosen for promotion while the rest stay on the same old job at the same old wages? Back of the boss' disposition to favor there is almost invariably a good and substantial reason—sometimes several reasons.

Manifestly the reason or reasons back of business promotions may be located in various directions; but as the writer is specially anxious to give this article a definite and practical bent, he will focus his attention upon one thing. And, if you are minded to look into the matter somewhat thoroughly, you will perhaps agree with him that it is the most prolific source of promotions and preferments in the business world.

To put the matter in the form of a categorical proposition, one may say: Doing a little more than one is paid to do—i. e. going voluntarily out of the realm of specific duties into the region of extra service—is one of the best little old means ever devised for securing the favor of the boss, thus paving the way for promotions and preferments.

Horse Blankets---Plush and Fur Robes Automobile Robes

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

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

Do You Want to Make A Profit of 15 Cents Per Dozen on Thread? :: :: ::

You can do it with John J. Clark's. It jobs at 45 cents per dozen, and like all other standard brands readily retails at 5 cents per spool. John J. Clark's thread is made in Pawtucket, Rhode Island, in mills equipped with the very latest machinery and by manufacturers having ample means to maintain a high standard of quality. Only the best selected cotton is used, making it a true six cord, of smooth uniform finish, and each spool is guaranteed to contain 200 yards. We carry all sizes in stocks and solicit your orders. 🧵 🧵 🧵 🧵 🧵 🧵

Grand Rapids Dry Goods Co.

Exclusively Wholesale :: Grand Rapids, Mich.

Some one has said, Doing only what one is paid for may be a good way to keep from being "imposed upon," but we believe most successful men regard it as having serious drawbacks. There is such a thing as being too squamish about one's obligations; and there are men who stand so pat on their rights and dignities as employes that they stand in the way of their own advancement.

"I'm not paid to do that sort of thing!"—you've heard clerks say; and they say it with an injured air.

"Sure it ought to be done, but—I should worry." And the remark is accompanied by a shrug of the manly shoulder or a deprecatory wave of the hand.

"That?—Excuse me, please, but it's not in my line."

"Not for me! 'T's none of my affairs! 'F' th' boss wants that done, let him get somebody t' do it. I've got my hands full as it is."

"What d' you take me for?—a little old utility person? I'm a salesman!"

But why multiply phrases? You know the manner of conversation made by the clerk who is in perpetual fear of transgressing the meets and bounds of specific duty. He may succeed splendidly in keeping himself from being "imposed upon," but he isn't apt to be anywhere about when the lightning of promotion strikes.

The employe who is so keen on his "rights" and so mortally afraid of being "imposed upon" got a wrong steer. It wouldn't be quite precise to say that his theory of business is wrong, for people of that sort can hardly be supposed to have worked out anything so elaborate as a business theory.

His whole attitude is wrong. He's on the offensive—whereas the victors in the warfare of business are the aggressors always. His manner is negative rather than positive; and, because of the scales on his eyes, he has never been able to see that the law of service is the big thing in business.

If it is true—and our very best business authorities confidently assert that it is—that business is the science of service, then the more widely and various and heartily an employe can serve, the more surely does he become a vital factor of the business with which he is associated. And the man or the men "higher up" just naturally have a profound regard for vital factors.

Many true stories from widely different sources might be cited in proof of this fact. Here, for instance, is one that is typical: In a certain establishment the dictionary is covered with heavy manila paper. From time to time this paper wears out and is renewed. This wearing out and renewal have been going on for a dozen years or so. Although many besides the head of the department consult the dictionary, no one else ever puts a wrapper on the book—with one exception. The exception was a former office boy, who had risen to a clerical position, and while still hardly more than a lad he stepped into a position to which a \$1,

500 salary was attached. He was not paid to put a paper cover on the dictionary, but he saw that a new one was needed and rose to the occasion.

Many people in subordinate positions felicitate themselves on being honest, capable and industrious. And they seem to think that that is enough for rewards and merits. But let us look into the matter a bit and see if such is the case. Honesty is a purely negative virtue. It simply means that one doesn't steal. But your employer doesn't pay you for refraining from taking that which does not belong to you. The state guarantees to apprehend and punish rogues and scoundrels. And the second attribute—capability—let us look into that. Employers don't pay their subordinates simply because they are capable, but rather because their capable business aids really help to promote the business. Along with capability there must be the willing mind and the ready hand—in other words, the disposition and inclination to do good, honest work. And that brings us to the third quality—industry. But so many working people having a limited or distorted notion of industry. They define it as doing just what one is specifically told to do, and paid to do. Consequently they render a restricted service—and perhaps congratulate themselves on getting through the day or the week with the minimum of effort.

Over against all this—and by way of conclusion to this whole matter—permit me to say that the fellow who

works up and gets ahead and rises prodigiously in the estimation of the boss, is the fellow that isn't satisfied with the possession of merely negative virtues, but rather the chap that sets out to be something positive and vital to the business. He visualizes the whole business scheme, as it were, and sees that he is an essential factor in it; that the success or the failure of the business, as a business, depends to an extent on him. Therefore he wants to do his full duty—and, just by way of a good measure, a little more than his full duty. With such an attitude he finds it easy to put good, telling effort into the hours—doing not only the thing he is told to do, but other needful things that nobody told him to do.

And almost invariably it is from the ranks of subordinates of this sort that recruits are drawn for positions higher up.

Don't wait to be told.

Chas. L. Phillips.

Experts are guided in their judgment of liquors by their sense of smell—those who taste are more or less misguided.

Among others, there is the individual whose knowledge of public affairs is a hankering for office.

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.

The Best in the World



The above trade mark is attached to all "Vellastic" garments

If there is better Fleeced Underwear made at the price than **UTICA VELLASTIC**, we have never heard of it.

If you want to increase your underwear sales this is the line that will help you do it. Made for the entire family—Ladies', Men's and Children's in two piece garments and union suits.

We carry an immense stock and can fill orders promptly.

Write us for particulars and prices.

Paul Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich

Heavy Jumbo Sweater Coats



CLEVERLY knitted coats with fancy stitch in collar and well finished pockets appeal to women of taste, who are demanding the very best in style, fit and service. These features are perfectly developed in our Ha-Ka-Rac Knit Coats, which are so reasonable in price that they are within easy reach of the average purse. They are profitable to handle, because they satisfy the trade.

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

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Nov. 3.—Learn one thing each week about Detroit: One of the furniture factories makes an average of one table each minute during working days. The largest chair factory in the world of its kind is located in Detroit. One company making sectional bookcases, etc., is using 2,000,000 feet of lumber each year in the manufacture of its products.

One advantage the soldiers have over non-combatants is that they have their rations doled out to them every day.

Dr. E. B. Fisher, Dearborn druggist, was a Detroit business visitor last week.

Bilansky & Berkowitz, under the style of B. & B. Shoe Store, have opened a shoe store at 632 Hastings street. B. Berkowitz, who will manage the business, is well known to local traveling men and to many of the retail merchants, having for the past few years represented the Stimson Scale Co., of this city. His partner, H. Bilansky, is engaged in the real estate business and will continue to give it his personal attention.

It is hard for some men to see through things, but few of them can overlook the transparent skirts.

Four years ago Charles V. Calkins, a bond salesman, while in Allegan, at the risk of his own life, saved the lives of four others. Last week he received notice that he has been awarded a Carnegie medal with a further reward of \$2,000, with the stipulation that it be used for educational purposes. Mr. Calkins lives at 799 Third avenue. The congratulations of Detonations is extended to Mr. Calkins, both for his bravery and the substantial recognition he received.

The Detroit News accuses the D. U. R. of operating dirty cars. However dirty the cars may be, it pales into insignificance as compared with the campaign the News is directing against the D. U. R. The masses of the people are not in sympathy with its nasty mud slinging tactics.

Wafted down from Ludington is the news of the marriage last Monday of Frank Jensen, the popular young salesman with The Toggery, to Miss Mary King, one of Ludington's popular young ladies. Frank acted not unlike many of the unsophisticated traveling men;asmuch as he tried to keep the affair a secret. It was Shakespeare who wrote in Much Ado About Nothing: "Thou wilt needs thrust thy neck into a yoke, wear the print of it and sigh away Sundays." But for Frank's edification we will quote from Cervantes' Don Quixote: "To this burden women are born: They must obey their husbands if they are ever such blockheads." Despite all of which we extend our best wishes to the happy couple for a long and happy wedded life.

Joseph N. Krolik (A. Krolik & Co.) is in New York in the interests of that house.

A tip to traveling men: Letters sealed with white of egg can not be steamed open.

Louis Hubinger, general merchant of Birch Run, was a business visitor in Detroit last week.

Some member of Detroit Council will receive a turkey absolutely free at the meeting to be held Saturday night, Nov. 14, at its hall, 109 Congress street.

Now is the time for the fellow who didn't vote to find fault.

The grocery store of C. S. Hartman, 2322 Woodward avenue, was destroyed by fire last Saturday night. The upper floors of the building were occupied by families and roomers who had many narrow escapes in leaving the burning building.

The picture of James Haskins, publisher of the Howard City Record

and Postmaster of Howard City, adorned the page of one of Detroit's Sunday papers. Jim Haskins is Howard City's greatest asset and one of Montcalm county's most progressive citizens.

Commencing last Monday, trains 3 and 4 on the D., T. & I. leave the Delray depot, instead of the Michigan Central. The Delray depot is located on West Jefferson avenue.

W. B. Fishbeck, 2470-72 East Jefferson avenue, is closing out his stock of dry goods, clothing and shoes and, according to reports, will retire from business.

It is with regret the news of the death of Mrs. L. B. Paine, of Sparta, was received here. Mrs. Paine was the mother of L. Clyde Paine, of the Gannon-Paine Co., the Monroe avenue clothiers, Grand Rapids.

T. E. Lister, general merchant at Linn, was in Detroit on business last week.

The Monroe Sales Co., of this city, will look after the sale of the Monroe car, a new car manufactured in Flint by the Monroe Motor Co. Mr. Monroe, who heads the new motor company, is also connected with the Monroe Sales Co., whose salesrooms are at 815 Woodward avenue.

The store formerly the site of the Standard Drug Co., 14-16 Gratiot avenue, is now occupied by "Williams," who opened a new ladies' ready-to-wear store last Saturday. The section of Gratiot avenue occupied by the new store is rapidly becoming the center for ladies' ready-to-wear garments, some of the city's largest stores being located within a block of each other, and one block from the main thoroughfare of the city—Woodward avenue.

The submarine mines of Europe are proving as disastrous as some of the subterranean mines in this country.

Perhaps no single person—but we should eliminate the single in this case because the hero is married—has been the perpetrator of more practical jokes than Wallace Wendell, of Grand Rapids, the doughty little representative for the Pittsburgh Plate Glass Co. Long have the recipients of Wallie's pranks waited for a chance for revenge and the wait has not been in vain. A few days ago a party of men of which Wallie was a member were entertained in the Elks Temple at Ludington. During the festivities of the evening Wallie exchanged his coat and hat with a friend from Scottville, for a cap and sweater and later in a spirit of fun meandered down the street with the friend's sweater plus the cap. Right here is where the little plate glass salesman was made the subject of a conspiracy by his friends. When he had walked down the street about a block the conspirators hunted up the village policeman and pointed Wallie out as a man who was wanted for stealing a cap and sweater in Scottville, so the guardian of the city's peace stealthily crept up on Mr. Wendell and before that practical joker knew what had happened, was clapped into the city jail. No amount of fuming, crying, cajoling, threatening or begging would induce the big policeman to release him. It was some time later when others went to his aid that Wallie was released and only then on their promise that the "others" would convey him to Scottville to the "proper authorities." Strange as it may seem Wallie failed to see the joke and in a manner all of his own did he tell what he thought of such a "degrading crowd of ruff-necks." Nevertheless, in all parts of the State wherever his former victims may read of the latest escapade there will be smiles of satisfaction. But wait—as Wallie says, he who laughs last laughs just ahead of the next fellow who laughs.

The Davis Co., Royal Oak, has opened a dry goods and furnishing goods store. Mr. Davis was in De-

troit last week making purchases for the new store.

Frank Meyer is now traversing the territory formerly covered by Harry Gale in Southern Michigan and Northern Ohio for Edson, Moore & Co.

P. A. Showman, well known druggist of Lapeer, was in Detroit on business last week.

"Everybody's Doing It" is the latest European success.

Seth Ingram, department manager for Burnham, Stoepel & Co., left last week for a business trip to New York.

Judging by recent performances in Europe, war is as contagious as disease.

Evidently the tales of drug store profits have been impressed on the bold bad men of Detroit who make a specialty of holding up the proprietors of the local apothecary shops. Our weekly hold up donation for these columns is the story of a young man who politely explained to Morse Ascher, 329 John R. street, that he intended to examine the interior of Mr. Ascher's cash register and, in order to impress the druggist with his mission, the burglar produced a shining revolver. After extracting the contents of the register, he thanked the proprietor and backed out of the store.

The reason some fellows can not meet their bills is because they are busy contracting others elsewhere when they arrive.

David Wallace, head of the grocery firm of David Wallace & Sons, one of the oldest and best known firms in the city, died suddenly at his home on Oct. 26. Mr. Wallace came to Detroit from Ireland in 1866 and at once entered into the retail grocery business. For many years Mr. Wallace was known as one of the city's leading grocers. The growth of the business was due largely to his close attention to details, his integrity and personality. To deal with Wallace was to get value received. The cause of his death was apoplexy. He was 70 years of age. Surviving are three sons, Newell, Edwin and Harold, who will continue the business along the lines laid down by their father.

Mr. Dudley, of Dudley Bros., Armada general merchants, was in Detroit last week looking after the interests of the store.

The store at 125 Grand River avenue has been leased by the Boston oyster house for a restaurant and hotel.

Williams & Erlock, of Cincinnati, have leased the store at 78 Washington avenue and will open an exclusive corset shop.

Some people are born foolish, while others argue over the war with a native of one of the warring countries.

The E. M. Harris Co., cigar importers, will occupy quarters in the new David Whitney building, Woodward avenue, when completed.

Germany had a ton of iron crosses stamped Paris, all ready to give the soldiers when they captured that city. That's one time the iron cross was doubled crossed.

The new ten-story addition to the J. L. Hudson Co. store will be completed this week and it is expected that the show windows will also be in readiness for the new displays. The floor space of the store is 373,300 square feet, as compared with 17,500 square feet when the company first began business in 1881. Twenty elevators are now in use in the entire store. In addition to the new building, the Hudson Co. has leased the five story building adjoining, at present occupied by Weil & Co. "Hudson grows with Detroit" is well and truthfully said.

P. G. Garry, general merchant of New Haven, was a business visitor in the city last week.

—but not forgotten—Guy Pfander, of Battle Creek, U. S. A. John Voss (A. Krolik & Co.) is

now a member of the local reserves of Detonations contributors. The reserves now consist of one member, several prospective members and a few deserters.

A. S. K.: By writing to the Secretary of Cadillac Council you can ascertain who is the Senior Counselor. We have not seen his name on our files at any time since C. W. Reattoir discontinued the chair and the publicity work.

Al. Windt, of Grand Rapids, stopped over in the city for a short time last week. He was returning from a convention of the fifty-five traveling salesmen of the Widlar Co., of Cleveland. Al. has charge of the territory tributary to Grand Rapids.

Speaking of the buy-a-bale of cotton movement in this country, India had 14,710,000 acres in cotton this year.

August Loeffler and Henry Kaul, of Wyandotte, both pioneer dry goods merchants, were in Detroit on business last week.

Ben Marks, probably one of Detroit's best known clothing and furnishing goods salesmen, having been connected with some of the leading stores in the city for a decade, later embarking in business for himself at 2949 Woodward avenue, under the firm name of the Ben Marks Co., has sold his interest in the company and will open a store opposite the site of the former establishment. Besides his wide acquaintance, Ben Marks is known as a merchant and buyer of keen judgment and ability, coupled with the capacity to make every one who comes in contact with him like him—and Ben somehow or other makes hosts of them come in contact with him. The store which he will occupy is rapidly nearing completion and will, when finished be one of the most up-to-date clothing and furnishing goods stores in Highland Park. The name of the firm will be the "Busy Bee Marks" store.

L. D. Greenfield purchased the general stock of C. O. Davenport, of York, last week. Both Mr. Greenfield and Mr. Davenport were in Detroit last week replenishing the stock and looking after other business.

In again, out again—Emden.

The branch store of Tulle & Clark, 253 Woodward avenue, had its formal opening again last week. The store, one of the finest of its kind in Michigan, carrying a line of automobile clothing and leather goods, was one mass of flowers sent by friends.

George C. Kirschner, dry goods Merchant of Monroe, was a business visitor in Detroit last week.

A woman conducting a moving picture theater in Grand Haven had severe competition in the way of another movie house across the street. Being a resourceful woman she managed to stifle the competition completely. She married it.

The store at 1285 Gratiot avenue has been leased by the Fisher Grocery Co., which will open an up-to-date grocery store at that location.

A. L. Farnham, general merchant of Laingsburg, was in Detroit on a business trip last week.

In all parts of the State will the news of the sudden death of M. J. Clarkin last Saturday be received with sadness and regret. "Mike," as he was known to many dry goods merchants and buyers throughout the State, began his career with Edson, Moore & Co. over thirty years ago, at that time doing menial work for the company. F. O. Munger, at that time general manager of the concern, recognized in Mr. Clarkin a young man of ability and with every prospect of a bright future in the business. Mr. Munger's judgment was not misplaced, for "Mike's" rise was rapid from that time on. He became Mr. Munger's right hand man in a wash good department, later going out in the State as a special representative from the department. His success on

the road was due largely to his sterling honesty. He worked for his customers' interest as well as his own. When the house was re-organized, a few years ago, he became one of the stockholders. His health has been failing for the past few months, but the end was unlooked for. Mr. Clarkin was unmarried, making his home with a niece and three nephews, who survive him.

W. W. Crabbs, of Morenci, was in Detroit last week in the interests of his dry goods store.

Rolshover & Co., jewelers in Detroit for fifty years, and who have been located at the corner of Woodward and Gratiot avenues since 1885, will occupy one of the new stores in the David Whitney building, now being completed.

Nelson A. Roberts, at one time manager of the Hotel Benton, at Benton Harbor, and the last four years in charge of the Lauth Hotel, in Port Huron, has taken charge of the Arlington Hotel, at Wyandotte. Mr. Roberts returns to Wyandotte after a lapse of years, having managed the Arlington several years ago. George F. Giasson, who had the hotel for the past few years, retires to engage in the manufacture of Rocomobiles, a footrest on wheels adjustable to any rocking chair.

J. A. Niedermeyer, general merchant of Newport, was in Detroit on a business trip. Mr. Niedermeyer is a frequent visitor to the city and is well known to the local jobbers.

One of the most discouraging things to our notion is to hear traveling men publicly proclaim the fact that their business is poor. That is one of the best little ways to keep it poor.

The fact that talk is cheap will prove beneficial to the candidates in declaring their campaign expenses.

H. H. Boggs, manager of the Strong, Carlisle, Hammond Co., manufacturer of machinery, died in Grace hospital Sunday as the result of an operation for gall stones. Mr. Boggs came to Detroit ten years ago from Cleveland, where he acted as representative for the company he later became manager of. He was engaged in the machinery business all his life and was one of the best known salesmen in the Middle West. He is survived by a widow and a daughter. He was a member of several orders and was Rear Commodore of the Detroit Motor Club. He was 47 years old.

Mr. Petitpen, of H. Petitpen & Son, of Anchorville, general merchants, was a business visitor in Detroit last week.

H. Sachivitz has leased the store at 1289 Gratiot avenue to be used as a wholesale and retail market.

Gordon Bailey, Lee & Cady's special cigar salesman, with headquarters in Grand Rapids, was in the city last week.

C. E. Trombly, corner of Monroe and Chene, has opened one of the largest retail stove salesrooms in the State. Mr. Trombly, who has been at the same location in the furniture and stove business for the past thirty years, has a large branch store on Jefferson avenue.

R. S. Evans was a business visitor in Detroit last week. Mr. Evans is manager of Dorrance & Garrison's drug store, known as Store No. 58, Wyandotte.

Detroit Council gives its second party of the season next Saturday night at its hall, 109 Congress street.

B. E. McDermid, Columbiaville general merchant, was in Detroit shaking hands with friends and incidentally looking after the interests of his store last week.

From a news note: The war is bringing untold misery on many unoffending German and Austrian citizens in Great Britain.

And several million unoffending Belgians, too. James M. Goldstein.

Bay City Merchants Decide to Organize.

Bay City, Nov. 3.—About a score of local merchants gathered at the Board of Commerce auditorium recently for the purpose of discussing the advisability of forming a retailers' association and after some time spent in discussing the project Temporary Chairman Leo T. Marcoux was instructed to pick five merchants as a nucleus for a new organization, the five men to draw up a tentative set of by-laws to be submitted to a meeting to be held in the near future when an effort will be made to have all east side merchants and retailers in attendance.

Before the meeting was called to order an informal discussion of the proposition was had. The success of a similar association of the merchants on the west side was discussed and the fact that the west siders had rather "put one over" on the east side people in connection with the recent Sandusky excursion was suggested. The majority, however, were willing to give the west side people credit for their work and urged as a strong reason for an east side organization the fact that similar co-operation among the east siders would prove beneficial to the entire city.

After waiting for some time for a larger representation of the east side business men to put in an appearance, those present selected Leo T. Marcoux temporary chairman and proceeded to discuss the issues and the following objects were indorsed for the consideration of a merchants' association:

1. To protect local dealers from itinerant merchants.
2. To prevent fake advertising.
3. To stimulate trade locally and create business in adjacent territory.
4. To combat in the most effective manner the mail order evil.
5. To exchange ideas on business management, service, etc.
6. To agree on closing hours, holidays to be observed, etc.
7. To advertise Bay City as the logical shopping center for North-eastern Michigan.
8. To work in harmony on all civic matters.
9. To improve window displays and store decorations.
10. To install as soon as possible a modern lighting system in the down-town district.
11. To impress upon the people of Bay City that their wants can be fully supplied by local stores at right prices.
12. To insist on truthful advertising. Misrepresentation is ruinous in the long run.
13. To establish friendly relations with each other in both social and business ways.
14. To act in conjunction with and as an auxiliary to the Board of Commerce.

In connection with the first object, Chairman Marcoux cited the local itinerant merchant ordinance which forces traveling merchants to pay a daily license fee of \$30 and pointed out how the ordinance drove out a man who had advertised in the local papers and then got out of town rather than do business and pay the prohibitive license fee. He referred to the ordinance as the best in any city in the State and the Michigan law on itinerant merchants as the best in the Union. He spoke briefly on fake advertising and its detrimental effect on bona fide advertising.

H. G. Wendland said that his idea for twenty years has been to have such an organization as was proposed last night. He spoke of the necessity of a retailers' association composed of all merchants and not just a body of grocers, dry goods merchants or individuals. Mr. Wendland pointed to the possibilities of co-operation of all merchants working harmoniously and

said that the question of closing on holidays, etc., could easily be settled by such an organization.

Herman Hiss announced himself as being heartily in accord with Mr. Wendland's ideas and reported that there still remained about \$18 in the treasury of the old disbanded association of two years ago, which might be turned into a treasury for the new organization. Although not a retailer, J. P. Greenwald voiced himself in favor of such a move, as did E. J. Miller and others.

President D. L. Galbraith, of the Board of Commerce, stated that an organization of retailers could accomplish much on the east side of the river and that the recent activities of west side business men showed the necessity plainly that something must be done by the east siders.

J. J. Broas spoke at length on the advisability of the merchants all getting together and correcting evils which are common to all of them. He said that Bay City's merchants are able to compete with any city's prices and local merchants ought to have lower prices by cutting out unnecessary expenses. O. E. Sovereign spoke with reference to the small number in attendance at the meeting and said that it was obvious that those present would have to get busy. He referred to the west side as being lively and having good leaders, but said that the east side boasted just as good stores and leaders.

"Such an organization as has been referred to by the gentlemen present appears to me to be essential to ultimate success," said F. M. Caldwell, Industrial Commissioner of the Commonwealth Power Co. "Retailers are beset with many problems such as advertising, accounts, etc., and co-operation will do much to relieve all of them."

"As individuals all you merchants are on the business seas sailing under the black flag with the skull and cross bones. I always thought of Bay City as Bay City until I talked recently with some west siders. I believe much could be accomplished for the good of all if both sides could pull together as much is lost in the division. They pulled together recently because they realized that more pay envelopes meant more pay and as a result you have a large new industry. Bay City is a live town or it wouldn't over-subscribe a \$50,000 fund by \$7,000 in five days. That is an example of what strength there is in organization and co-operation."

No date was set for the meeting at which by-laws will be adopted and steps of a more definite nature taken but it is promised for the near future.

And many a man who claims to be self-made was made what he is by his wife.

Making Birthdays Pay.

A druggist who passed his spare minutes by looking over the birth records in the local papers and clipping them for his diary, has evolved a perpetual birthday calendar. He does business in a city of 60,000 inhabitants. After following the births for two or three years he has many names. Then about a week before one of these children has a birthday he sends to the mother a neatly type-written letter something like this:

"Dear Madam: We believe your little boy (or girl) will be—years old on the—day of—. We beg to call your attention to the fact that we have a very large, beautiful and well selected stock of children's toys, dolls, picture books, birthday presents, etc., and if you will be so kind as to drop into our store some time within the next day or so we feel sure that you will find something in the way of a birthday present which will please your little one. If she (or he) is to have a birthday party we believe you and your friends will find our stock the most complete and beautifully displayed in the city."

What mother would not be surprised to get such a letter from a total stranger? Even if she did not avail herself of the invitation to call and buy a present she would be sure to feel kindly toward the firm, and might become a customer. Clipping birth notices took but little of the druggist's time. A delicate compliment was implied in the letter. It contained a touch of human interest and courtesy which had a good effect.

Back Talk.

Howard Elliott, the President of the New Haven lines, said at a dinner in New York:

"I don't encourage back talk among our employes—far from it—but I must say my sympathies are rather with one of our conductors who ventured, under great provocation, on a little back talk the other day.

"As the conductor was punching tickets a man said to him with a nasty leer:

"'You have a lot of wrecks on this road, don't you?'

"'Oh, no,' said the conductor, 'you're the first one I've seen for some time.'"

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

THE MEAT MARKET

Old Time Butcher to His Son.

So you want to know why it is that you never hear a butcher claiming he is making money, while you can meet any number who declare with emphasis that there isn't a penny of profit in the business any more? The answer is easy, my boy, so easy that you will have to go a good deal further than that to stump your old dad. Here's the key to your puzzle:

The confirmed pessimist, the fellow who never can see any good in anything, is found in every business. He is the kind of a man who would kick if he was left a million dollars cold. Sure, he would; he'd kick about the trouble he was going to have in spending it. He's always noisy, too. He's usually an ardent devotee of jaw exercise, ready to tell his troubles to the world upon the slightest excuse. The result is that he is always in evidence, and his voice is always heard. Naturally, when you hear a thing shouted over and over again, even though the shouters are but a small minority of the trade of which they are a part, you eventually come to believe that what they say is what the whole trade thinks.

On the other hand, the fellow who is tending to his market and who is realizing a profit upon his investment is too darned busy to go around making speeches about the rotten conditions in the meat business—those rotten ones which the other fellow thinks exist. This kind of a butcher devotes more time to brain exercise than he does to jaw exercise. When conditions are bad, as they are at times in all trades, he immediately gets busy trying to overcome them in every way he knows how. And usually he succeeds.

Here's the way to test the fellow who is always complaining about hard times. Go and pay a visit to his market. Listen to his tale of woe, then look into the way he runs his business. Nine times out of ten you will find him away behind the times, his market messy and unattractive, and while not actually unclean giving an impression that it is. He is probably an artist with the knife, trimming his meat to the bone before it goes on the scales. Every once in so often he gets the bug in his head that he is going to put his neighbor out of business, with the result that he is usually cutting prices, and selling his meat in many cases for less than it really cost him. On top of this condition, he wouldn't think of testing out his prices—his guess-work is better than the other fellow's exact knowledge, in his own estimation at any rate.

No wonder he is losing money when he runs his business in that fashion. The only wonder is that he stays in business at all. Profit must be an unknown quantity to him, so in a way his complaint is justified with the exception that he really ought to blame himself, not the business he is in. That is usually where the fault lies when a man is continually complaining about conditions.

Of course, I realize that the running of a meat market is a stiffer proposition to-day than it was twenty years ago. Competition is keener, margins between costs and selling prices are smaller, sanitary requirements are greater. The butcher's overhead expenses have steadily increased. But in the face of it all this, the retail meat market is still a good profitable proposition, provided its proprietor is a merchant as well as a butcher.

There is still another class of butchers who are continually kicking. These are the men who are really making money, and good money, too, but who seem to have a constitutional objection to admitting it. There are lots of them. One I know owns a couple of houses, wears diamonds, goes to Europe every year, in fact, lives in a mighty comfortable way. Yet to hear him talk you wouldn't think that he had taken a penny of profit out of one of his markets for the past ten years. To hear him talk you would think that he was in business simply for the pleasure of serving the public philanthropically. He is—not.

Some men in business talk as if the income tax collector was continually on their trail. There are a lot like that in the meat business, but you want to take all that they say with a grain of salt.

These are the reasons why you hear a lot about butchers losing money, but mighty little about them making it. Failures are no more frequent in retail meat markets than they are in any other kind of retail stores. In fact, I think they are less.

For the man that gets on the job and stays on the job, who uses a judicious mixture of brains and hard work, the retail meat market is a mighty fine proposition, no matter what the professional pessimists and calamity howlers may say. Do a little quiet sleuthing on your own account and see if what I say is not so.—Butchers' Advocate.

Every time a man sows wild oats he gets a lot of innocent people to help him harvest the crop.

One gentleman who calls another gentleman a liar is no gentleman.

The Poultryman and Cold Storage.

Prof. J. G. Halpin of the University of Wisconsin declares that we have just as much right to store eggs by means of refrigeration as we have to store green corn fodder by using the silo; or again, as we have to can peaches when abundant against the time when there are none in the natural state. This to my mind, is sound argument, and the idea of the poultryman taking his product one step farther, is probably the next advance in the education of the egg producer. We need to turn about face on the storage egg question. We have counted such an egg as being an enemy of the fresh product; something to fight as an enemy of poultry keeping, yet I am sure we will soon see that we have here the chance to make an ally of the storage egg, instead of considering this product an enemy.

There is a time every year when there are not one-fourth enough eggs fresh laid to supply the market. Now what is the consumer to do? He will do one of two things—either he will use of large or lesser number of storage eggs or he will quit buying when the price of eggs goes to a point where we may say they are a luxury. We can pat ourselves on the back as much as we please, but the fact remains when the price of eggs goes beyond say 50 cents per dozen the producer is suffering an injury. Why? Because the market which he built up in the spring through care in housing and feeding and watching his hens otherwise—this market is now destroyed because of price, and the man who started in the spring to use eggs freely now eats eggs sparingly because of the price. Next spring when eggs become more plentiful the price drops like a lead plummet because no one is using many eggs and the market is easily overstocked. If the general public has been using the eggs freely a few hundred cases more or less in a market like Los Angeles would not break the market. But now we find that the market must drop far beyond the point which should be necessary so as to get the people back to eating eggs. On February 14 we have case count at 22 cents. A little later it is likely that the price will advance even though the receipts are three times as great. In other words, the market would use the eggs at a higher price if the demand had not been killed off by high prices a few weeks ago.

Now, the few dozen eggs which the small producer sells at more than 50 cents is offset many times by a few cents per dozen off on the price he receives for his many dozen sold in the spring. For this reason by study and organization he should be in a position to take his eggs off the market when the price of case count drops to some price, for example, 24 cents. Later in the season he should be in shape to store the best of his product for the fall and winter trade. By such means the returns from 1,000 laying hens should be \$200 to \$300 greater than it is now. There is no reason why the storage eggs should

come in conflict with the fresh product at all, if both are controlled by the same person, in this case the producer himself. It is only when the storage egg has passed out of the hands of the producer into the hands of speculators that the producer's fresh egg is kicked from pillar to post in the manipulation of the cold storage egg market. The poultryman will never be able to defend himself until he has both under his control.

From this it is not suggested that any grower should start in and store individually, for to dispose of the product there must be some kind of a sales force. A storage egg will not sell itself, like a good fresh egg. But there is no reason why an organization should not take over the selling of the eggs so placed by the separate members. There is small loss in the storing of the best local egg. Out of 700 cases stored, which I happen to know about, the loss was less than four cases. But these were not eggs picked up promiscuously; they were just such eggs as the best of our poultrymen produce, and why should the poultryman not take these eggs one step farther in the process of distribution and store them himself, instead of letting some one else have them to juggle the market with his later product. M. A. Schofield.

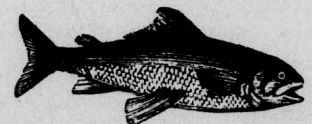
Cold Storage of Fish.

The preservation of food for prolonged periods has become an imperative necessity in modern life; the food supply of enormous populations is possible only through the ingenious preservation of surplus food for future use. The old methods of desiccation and salting changed the flavor and digestibility of foods to such a degree that the palate of the average modern man and woman protested.

Exact information upon the chemical change in meats, eggs, butter, etc., under prolonged refrigeration has been furnished by the Bureau of Chemistry. Fish has been an exception, however, and we hail with satisfaction the information published recently by the biochemical laboratory of the College of Physicians and Surgeons, Columbia University, of the effect of refrigeration upon the kind of fish known as "flounders."

These data are applicable to all cold storage fish, and they demonstrate conclusively that after storage of two years there is no change in nutritive value or other desirable qualities, if the fresh fish are frozen, then dipped in water, and again frozen to maintain the moisture within the flesh.—New York Sun.

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THE SQUARE DEAL.

It Is the Ruling Power in Modern Business.

Written for the Tradesman.

Sometimes young people, and older ones as well, ask the question, "What is the secret of your business success? How is it that some people—and often people of splendid endowment and excellent educational advantages fail so hopelessly in business, while other men, who are apparently inferior in both respects, are successful in building up large businesses of one sort or another?"

What is the secret of big growth in business—the splendid success that attends the way and crowns the efforts of exceptional men and women—for women nowadays are to be taken into account when we tell the story of modern business success. How does it all come about—this splendid prosperity that we see and admire in every community?

Shall we silence self enquiry by supposing and asserting that these favored ones are the pets of fortune? Are they prosperous simply because it was decreed, from old, that they should succeed where others fail?

Do not for a moment believe it.

There is no doubt such a thing as luck. But the presence or the absence of luck doesn't make one successful or unsuccessful. And the proof of it lies in the fact that some people fail in spite of the fact that they are oft-times lucky, while other people battle up to success through disaster, limitation and difficulties that might well discourage any but the most resolute and resourceful of mortals.

Strictly speaking there is no such thing as a secret to business success. How could there be with prying eyes and analytical minds everywhere?

The white light of publicity beats fiercely upon the modern business man. His ways are known.

Immediately he begins to get the advantage of his competitors, he also obtains their closest scrutiny. They study the man and his methods. His store is visited by bright, discerning representatives of other firms, and everything that goes in his store is reported in detail, gone over critically, and appraised from the standpoints of those who buy and those who sell. How could the man hide anything, although he tried ever so hard? The displays are in the windows and the goods are on the shelves. They speak for themselves. The salesmanship and service and newspaper advertising—and everything that combines to produce a modern retail establishment are matters that can be analyzed and studied in detail.

No; success in business is not—and, in the nature of the case, cannot be—a secret.

Back of every kind of success that we know anything about there are certain fundamental laws and principles, which, if apprehended and adhered to, lead to success just as well-beaten roads lead to given localities.

If you want to go anywhere, in par-

ticular, you must get on the road that leads thither. If you don't know the way, you can find out by enquiry, or you can experiment on your own initiative until you chance to hit upon the right way. When you once get your bearings, and are fairly on the road, then all you've got to do is to stay on the road and keep going, and by and by you'll arrive at the desired destination.

And so it is in business success.

The laws and principles of business are available for anybody and everybody who has the capacity to master them.

If you know them, and stick to them, they'll make you prosperous. If you secretly doubt that there is any such thing, and blunder along in your own way, you'll travel far and endure the heat and burden of many a day, but you'll never arrive in the city of Big Business.

In other words success isn't accidental.

Of course men have accidentally found pockets of gold nuggets and occasional fortunes in old rusty coffee pots, but these things are so rare there isn't much likelihood of their happening with you or with me.

Lucky strikes, treasure-trove and big-wealth-deluging opportunities of an highly exceptional nature are all well enough for fiction—and I confess to a personal fondness for that sort of fiction—but such highly improbable occurrences don't happen in business. He who discovers the laws and principles of business, and then calls upon his courage to obey them even when there is a strong temptation to depart therefrom for the sake of immediate gain, is going to succeed; he who doesn't believe or care anything about such laws is going to fail.

Do you suppose that Marshall Field attributed his tremendous success to luck, or even shrewdness? Did John Wanamaker just happen to be a successful merchandiser?

At the age of 21, Marshall Field began clerking on a meager salary, in the dry goods house of Cooley, Wadsworth & Co., South Water street, Chicago, and in the face of many difficulties and discouragements, worked his way up until, a few years later, he became a partner in the business. And everybody knows that John Wanamaker once pushed a wheelbarrow along the streets of Philadelphia, and in this manner delivered his first goods. Henry Ford, the automobile manufacturer, worked his way up from the ranks. And so it has been with scores and hundreds of men—conspicuous manufacturers and retailers all over the country.

At some stage of the game they acquired a knowledge of the rudiments of business.

If manufacturers, they came to realize that there is a science of economic distribution; if retailers, that there is a science of selling and a science of service.

Generally this information has been acquired in what we term the school of hard knocks.

The going wasn't always easy.

Mistakes—and sometimes costly ones—were made.

But the men who have latterly become prosperous didn't keep on making the same old mistakes over and over.

Now everybody who has gone at all into the matter can surely see that sheer brilliancy of intellect isn't another name for business judgment. A man may be brilliant, as we say, and yet a poor manager. But no man who is a poor manager can successfully conduct a big business. Managerial ability is the big end of business.

Education is a good thing. But you can't educate managerial ability into anyone who hasn't any natural capacity for that sort of thing.

But assuming a fair amount of innate executive ability, there is no reason why anyone should not be able to master the laws and principles of business, whether he be producer or storekeeper.

Success-qualities are not esoteric, Integrity, perseverance, and faithfulness to known duties—these are qualities that win out. One must make a thoroughgoing study of manufacturing or selling conditions; and one must make a conscientious effort to meet those conditions. And, above all, there must be fair-dealing.

"All social relations," says Charles Wagner, "have their roots in mutual trust, and this trust is maintained by each man's sincerity."

There are no royal roads to success.

In every case it's fidelity to the eternal law that induces prosperity.

Sharp practice, short-cuts, duplicity, fraud, and all the arts and devices of the skilful trickster—cannot produce success.

The ruling power in business is now and always has been, the square deal.
Chas. L. Phillips.

Grocers Want Hucksters Corralled in One Place.

While New York retail grocers are complaining of the municipal push-cart markets, the grocers of Joplin, Mo., have not only endorsed the plan in a limited way, but have secured the passage of an ordinance whereby the hucksters will be compelled to go to the public markets. Heretofore, the grocers point out, the hucksters have sold goods to the retailers and started out to canvass the city before the grocer had a chance to get to his customers.

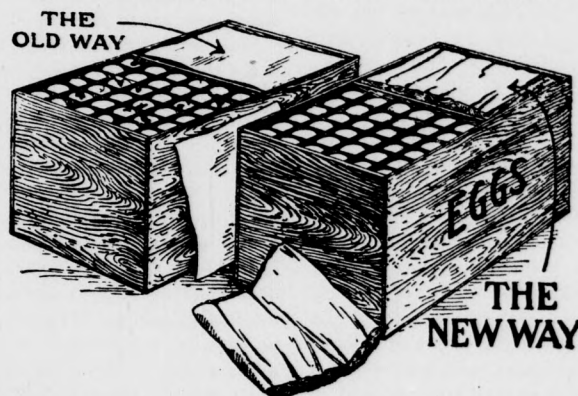
Through the united efforts of the grocers, truck growers and hucksters, selling produce to the retailers of that city, will hereafter take their goods to a central market house where the grocers will go each morning to secure their day's requirements in these goods. The grocers have also been instrumental in drawing up an ordinance which forbids hucksters to peddle their wares before 9 o'clock in the morning.

It is the easiest thing in the world to bear the aches of another man's calluses.

Aiming high is a waste of effort unless your gun is loaded.

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. E. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Co-operation of the Sales Manager and Salesman.

The saying that a man must work out his own salvation as a salesman is good as far as it goes, but it does not go far. That is only part of the programme.

The best salesmen any house can have are salesmen it builds for itself. The old saying, "Salesmen are born, and not made," is the veriest kind of tommyrot in this day of science and progress.

Naturally, the root of salesmanship must be in the man himself, but the knowledge of how to develop that root into a plant that blossoms and brings forth fruit is where the work of the sales manager comes in.

One good salesman trained and developed in this way is worth a dozen floaters—the here-to-day-and-gone-tomorrow class.

When a salesman gets ready to hear, he is going to be profited by the sales manager.

You can take the best seed in the world and scatter it about and leave it alone, but there will be no crop; but when you plough the soil, put in the seed and harrow it, in due time comes the harvest.

So you can take the best seed from the granaries of salesmanship and scatter it about on the ground of men's intellect, and you need not expect any return from it; but if you take the ploughshare of ripened judgment and prepare the ground and harrow it over with faith, patience, and encouragement, then the seed falls down into good ground and springs up and bears fruit in the salesmen, some fifty, some sixty, and some one hundred fold, to the success of that house.

It is just as necessary that you pre-

pare your mind to hear as it is to prepare your ground for the seed. This is the seed of salesmanship falling upon your mind, and if there is no preparation for the seed there will be no harvest. Get ready to hear.

The poorest sales manager on earth talks enough salesmanship to his men every month to make them all topnotchers, when there is a willingness to hear on the part of the salesmen.

The greatest boon to the sales interests of any house is a game sales manager, one who is never afraid of the truth and who knows how to use it in dealing with men; and the greatest drawback is the time-serving sales manager, who is afraid of hurting some one's feelings if he does his duty.

Now, it takes two things to make an efficient sales department—a good sales manager and a good hearer; and when you get a good sales manager and a good hearer together, then you are going to have a first-class sales force.

Well, if a sales manager, backed by the very experience that you must encounter in order to become successful, must also think and plan continually in order to get ready to prepare the ground for the seed, what must you do to get ready to hear?

Be not a forgetful hearer, but a doer of the work.

If you want to be successful in your work, get ready to hear.

How will you get ready to hear?

By thinking and planning and willingness. Just precisely as the sales manager gets ready to help you, you ought to get ready to hear.

The standards of two salesmen may differ. Not because one is more capable than the other, but because one has a willingness and a desire to do big things, and the other has not. The man of large conceptions once worked in narrow channels, but when he saw a wider view of what his work might be he embraced the opportunity to become a bigger man. It is just about as easy to think of a twenty-story building as it is of a one-story building, when you turn your mind to contemplating it.

Make it your business to know what is the best that might be in salesmanship for you, and stretch your mind to conceive it, and then devise some way to attain it. Keep in close touch with the head of your sales department, but let him advise you. A willingness on your part to seek and make every possible use of his counsel and experience will aid you materially in your purpose.

An evil habit may be fostered in a sales organization as in an individual

—the habit of indifference, of shirking, of mischief-making, the clique habit, and a thousand ills of a negative kind, not the least of which is the habit of finding fault with superiors.

Sometimes the trouble may have started with one wrong-headed man or one restless malcontent, and have spread and fastened upon the business until the evil is perpetuated and infects every newcomer.

The sales manager must not only watch for the development of any wrong tendency and check it in its incipiency, but must labor directly to inculcate right tendencies, high ideals, cheerfulness, and loyalty.

Every outward expression of a business is a reflection of something within, and any sales force must get right with itself before it can hope to be right and work in harmony with the other branches of the business and with the outside world.

Business houses employing many salesmen may well tremble to think of the good or bad impressions being continually multiplied and sent out from their sales departments. Proprietors may be totally unacquainted with that intangible but potent thing, the spirit of their sales force. They are not likely to see it as it impresses outsiders; or they may realize that it is wrong, and feel helpless to change it.

The necessity for a specific organization of sales departments in large institutions, giving the sole direction to a managing head, is responsible for the creation of the position of sales manager.

Primarily, the position of the sales manager is to stimulate enthusiastic devotion of all to the common cause. That is the thing which spells success. The contagious enthusiasm of a real leader of salesmen culminates when it is communicated to all the members of the sales force. It has then produced an army of doers.

The power to persuade others is, perhaps, the greatest faculty in salesmanship, just as the power to inspire others is the greatest faculty in successful leadership, and is one thing to which the sales manager devotes his undivided attention in the management of his men.

No man should be at the head of a sales department who does not have this gift of leadership—the ability to inspire loyalty. The habit of loyalty must be established. Those who are not receptive, or incapable of it, must be weeded out.

The salesman who considers no one but himself, who is continually saying, "Where do I come in?" has a negative influence on any sales aggregation, and should be let out. When a salesman cannot be made to realize this, he had better quit and give both himself and his house a square deal. He does an injustice to himself, his managers, and his house when he continues in a position of lacking confidence in the institution and the men at the head of it.

Every salesman has an influence either for good or bad. If he cannot have a good influence he has no right to have a bad one. W. D. Moody.

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Some Interesting Facts About Cider.

Fruits have an advantage over all other foods in that they furnish to the system, in a completely digested form, ready for immediate assimilation, such material as is needed to re-enforce muscular energy. To this fact is due the refreshment which is promptly afforded by fruit juice when one is tired, and the craving for juicy fruits under such circumstances. Sugar in juicy fruit, which is taken at once into the blood, and being carried to the muscles, replenishes the stores of energy which have been reduced by activity, and so bring refreshment and re-enforcement of vigor and strength.—Dr. J. H. Kellogg, Editor of Good Health.

Apple Juice the Best.

The juice contained in the apple is all that is of any value. The skin, seed, core, and the pulp of the apple are of no use to the human system. Apple juice when "carefully and properly" prepared is admitted to be the most valuable of all fruit juices, as it not only contains food properties, but is the most useful of all tonics.

Cider for Health and Beauty.

The malic acid in pure cider neutralizes the excess of chalky matter caused by too much meat eating, and thereby gives you a clear fresh skin thus assuring you a youthful, healthy appearance. The Wye Valley, England, where cider is the most prevailing beverage, has long been regarded as the cradle of female beauty.

Cider the Most Valuable Food.

An eminent physician and chemist says: I find pure apple cider to contain malic acid, phosphoric acid, acetic acid, glycerine, potash, lime and magnesio: all in small quantities, but perfectly blended by nature's own processes. These are the elements on which the brain, the bones, and the muscles are nourished. Apple cider supplies the blood with a greater abundance of life's actual needs than any or all of the fluid products of the garden or orchard.

The Prohibition Wave

Has already caused a great demand for pure cider from territory where alcoholic liquors were sold almost to the exclusion of all other refreshing beverages. Within one month after the saloons in a certain Illinois town were closed by the Local Option Law, on May 1, 1908, more cider was sold than during the entire year previous.

Cider Makers.

To make the most of the present opportunities the cider maker must forsake the loose business methods practiced by him in the past and bring his business right up to date by using more common sense and must not imagine that any old rotten apples ground into juice under filthy conditions make a palatable drink, and must not expect it to taste sweet and refreshing after doping it with chemicals.

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.

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

Gabby Gleaning From Grand Rapids.

Grand Rapids, Nov. 3—The box social given by Absal Guild, A. M. of B., at the U. C. T. association rooms was well attended by a happy group of Princes Saturday evening. The ways and means committee had planned an enjoyable event and everybody had a good time. The ladies wore crowns in the color of the order and the men wore the usual fez. Harry W. Harwood acted as auctioneer and, under his efficient salesmanship, food sold at war prices. He was out after the money, and he got it, and everybody got their money's worth. The committee in charge claimed that the success of the party was due to repeated peaceful conferences of the Germans and allies. The committee was composed of Wm. Francke, J. J. Dooley and W. N. Burgess. One amusing event of the evening was a straw vote of those present to determine the party's favorite candidate for Governor of the State. The result of this ballot showed that Walter E. Mellinger received nineteen votes and Governor Ferris one. Prince Mellinger's speech, in acknowledgement of so unanimous a following, was drowned in round after round of applause. Miss Bertha Lawton, daughter of Great Ruler W. Lawton, came in late, but was a great favorite with the Princes.

A Patrol, the King's Guards, was organized among the members of the Guild Saturday afternoon. The officers elected are as follows:

Aga and Captain of Patrol—W. N. Burgess.

First Lieutenant—H. W. Harwood.
Second Lieutenant—H. Fred De Graff.

The following are members of the Patrol: R. M. Richards, John D. Martin, C. R. Lawton, R. D. Bennett, C. A. Young, H. M. Mann, O. W. Stark, C. M. Lee, I. F. Hopkins, C. C. Perkins, A. R. Savery, J. H. Schumacher, I. F. Vander Veen, Homer Bradfield, F. E. Beardslee, Wm. Francke and A. E. Johnson.

John D. Martin recently ordered two dozen cabbage from the U. C. T. cabbage ranch owned and conducted by Harry D. Hydorn. Up to last Saturday evening the order had not been filled, so John approached the genial Secretary-Treasurer at the social gathering at Herald hall and enquired the reason why. Mr. Hydorn's reply was a sure indication of the methodical methods along which he conducts his farm: "Farm produce from the Hydorn ranch is delivered when the cash accompanies order."

John D. Martin claims that—since the retirement of Candyman Fox—he holds the record as the traveler who has been visiting Belding the most regularly for the longest period of time. Landlord Hetherington always has "golden glow soup" on the bill of fare when John is a guest at the Hotel Belding.

H. L. Alschuler claims that his departure from single blessedness is now so well known that he does not have to fortify himself with his marriage license whenever he takes Mrs. Alschuler with him on his trips.

A. A. Weeks, 500 East Leonard street is laid up as the result of an accident.

The Diamond House, at Thompsonville, has quite a collection of pictures of "The Great and Near Great" traveling men who, at some time, for some cause or other, have had their likeness in the Tradesman or in some newspaper. Charlie says that every time the deputy sheriffs are looking for a suspect, they come in and inspect those pictures, hoping to locate their man.

The Seminole Hotel, at Mesick, in order to keep step with modern progress, has raised its rates. The landlord gives as his reason for so doing, "The War in Europe" and, beside, "Everybody's doing it."

Bert L. Bartlett has resigned his

position with the J. M. Bour Coffee Co. and is now engaged in selling electric coffee mills. Bert sold so much coffee that now he is trying to help out his former customers by selling them a mill to grind it.

Harry D. Allgeo, of Wayland, has on exhibition, in the window of his drug store, a 22 pound cabbage which measured 4 feet 4 inches in circumference. The cabbage was grown in Missaukee county, near Lake City, and sent to Mr. Allgeo by D. Beckwith, who formerly lived at Wayland.

Wm. Francke has a new Buick.

E. J. MacMillan has appointed W. S. Cain as a member of the dance committee.

E. J. MacMillan has been confined to the house the past week because of severe trouble with his eyes.

Traverse City Council, No. 361, has long held an enviable reputation for doing things up brown, but never in its history did it so completely demonstrate its roastings proclivities as at the last meeting. These up State chaps have a decided liking for banquets and other kindred social functions and, to appease this desire, they gave a banquet on this particular occasion, to which they invited His Excellency, Governor Woodbridge N. Ferris, as their principal speaker. Chief Frederick Von Hohenzollern Richter and his band of braves made elaborate arrangements for the banquet, going very much into detail, but the entire camp was thrown into a panic when the pianist, who had been previously instructed to play the piano upon the retirement of the speaker, started out "He's a devil in his own home town." Brothers Ford, Richter and Murphy made a mad rush for the piano in an effort to head it off, but not until His Excellency was well on his way down the aisle, wondering how other celebrities besides Chase S. Osborn knew so much about his habits in his native town.

Pete Anderson entertained his father from Greenville over Saturday and Sunday.

Bert A. Hudson, who is working city trade in Chicago for the O. F. Schmidt Chemical Co., spent Sunday with his family in Grand Rapids. Doc. is looking hale and hearty and says his manager is talking of sending him, temporarily, to work Milwaukee trade, and we wouldn't be surprised to hear Milwaukee made famous in some other way than the proverbial one, if Bert stays there long.

Burton Heights is to have a big celebration on Thursday, Nov. 12. The occasion is the opening of the new cement road south of Burton street. It is to be a field day and there will be a balloon ascension, free entertainments, band concert and fireworks. The residents of Burton Heights are figuring on having the boulevard lights extended from the Pere Marquette tracks south to Burton street.

The Ladies Four Leaf Clover Club met at the home of Mrs. R. A. Waite, 104 Quigley street, Thursday, Oct. 28. Mrs. A. T. Heinzelman was elected President of the Club for the coming year and Mrs. A. F. Rockwell and Mrs. William E. Sawyer were elected reporters. Mrs. Pete Anderson will draft a set of rules for the Club. Prizes were won by Mrs. W. H. Quigley, Mrs. J. B. Olney and Mrs. William E. Sawyer. After very dainty refreshments were served the Club adjourned to meet again Nov. 12 at the home of Mrs. Pete Anderson, 1515 Lake drive.

Leo Waite gave a Hallowe'en party Thursday night.

Mrs. George Oswald is spending a few weeks with friends and relatives at Newaygo.

Charles McIntyre, of Dorr, is visiting his sister, Mrs. J. I. Wernette, 509 Crescent street.

W. J. Cook has opened a hardware at Fowlerville. Mr. Cook was formerly engaged in the hardware business there until about five years ago, when he sold out and went West. His re-

turn is welcomed by his many old time friends and customers.

William Farmer has just opened the Tavern Hotel at Fowlerville. His motto is "Cleanliness is next to Godliness" and everything from office to kitchen looks it.

Attention U. C. T.! Next regular meeting of Grand Rapids Council will be held next Saturday night.

E. G. Hamel, writing from Northern Michigan, boosts the Ogema Hotel, at Prescott. The Ogema is a right-up-to-the-minute hotel, doing a successful business without a bar. The place is very neat and attractive. Individual towels can be perceived with the naked eye. The hotel is equipped with its own electric light and water systems. It is well furnished, has a cozy little writing room for travelers, with easy chairs, etc., and above all, the "eats" are especially good.

William E. Sawyer.

Encouraging the Home.

The decision of the Supreme Court of Massachusetts that a wife living apart from her husband is not entitled to benefit under the terms of the workmen's compensation act may seem a hardship to those affected by it, but it is wise and entirely for the best interests of society.

The effect of this dictum must surely be to encourage the maintaining of the home—that is to say, the place where a man and wife dwell together whether it be a house or an apartment or only a single room. The wife, naturally solicitous for herself and her children, will be more careful to preserve the solidarity of the family. When that can be done properly, society is always the gainer.—Boston Post.

Providence, R. I., is known as the city that manufactures jewelry and it is going to be better known in that line. The other day a member of an English firm came direct from London to place orders and he is the first from the British Isles to visit Providence for that purpose in ten years. The adoption of a prohibitive tariff by the English government wiped out the jewelry industry of Germany, as a result of the war, and that means manufacturers in the United States will have increased trade.

Ferris Institute Pharmacists to Meet.

Druggists from all over Michigan who formerly attended the pharmacy department of the Ferris Institute will gather at Big Rapids, Nov. 11 to celebrate the second annual reunion of the department. An organization meeting was held last year, which was enjoyed by many "Old Grads" present. A banquet will be a prominent feature of the Big Rapids gathering, which will be in charge of the class of 1915. A party is being made up in Grand Rapids to attend.

Reports from Edmore indicate that the retirement of Mrs. A. M. Pierce of much regret. Mrs. Pierce established the business twenty-five years ago under the style of A. M. Kingsbury. The name was changed in 1895 to A. M. Pierce & Co. on her marriage to William F. Pierce, who died June 4, 1914. Mrs. Pierce has enjoyed a lucrative trade from the beginning and managed the business with consummate skill.

Manufacturing Matters.

Detroit—The Wilmot Chair and Seating Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$600 paid in in cash and \$400 in property.

Lansing—The Lansing Bedding Co., recently organized with a capital stock of \$10,000, has broken ground for its factory building north of North street along the Pere Marquette and Lake Shore tracks.

Detroit—The New England Scythe 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 manufacture and sale of edge tools and hardware specialties.

A great many people in the metropolis—and in other places as well—look forward to watching the old year out and the new year in. They do this in a convivial way and already are worrying about the supply of imported wines for the New Year's celebration. The manager of one New York restaurant says he is not worrying, however. He has read about the big apple crop in the United States and looks on calmly while the war progresses. He declares that applejack and popcorn will make as fine a feed for New Year's celebrants as champagne and lobster. It will be new to some of the gay ones and will remind others of their youth in the country.

Articles of association are being taken out by the Rex-Robinson Furniture Co. to succeed to the business of the Rex Manufacturing Co. The arrangement contemplates a consolidation of the assets of the Rex Manufacturing Co. and C. B. Robinson & Son. Both were formerly located on Huron street. The company has leased the quarters at 126 Prescott street formerly occupied by the Sterling Desk Co.

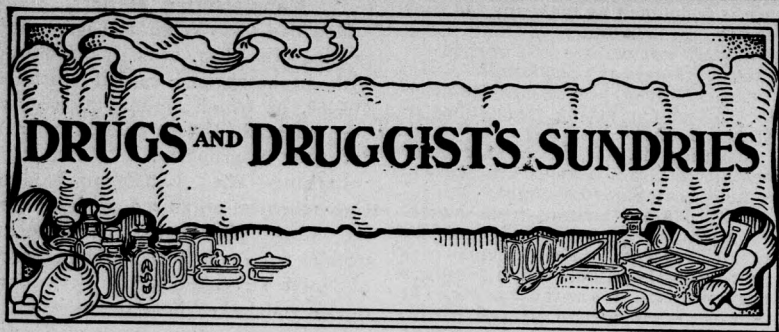
The Brubaker Studio Co. is being organized to succeed the business of John H. Brubaker. Mr. Brubaker states that the arrangement will not be completed and the company ready to take over the business until after the first of next year.

John VandenBos, formerly in the bakery business on McKee avenue, has purchased a building at 1228 Burton avenue and will hereafter carry on a wholesale business from this address.

C. V. Grady, formerly a partner with James LeJeune in the Grand Rapids Auto Parts & Supply Co., has withdrawn and F. Krekel is now a partner in the business.

Only a fool will neglect his family in order to pose as a public benefactor.

EAGLE HOTEL
EUROPEAN
GRAND RAPIDS, MICHIGAN
\$1.00 PER DAY—BATH DETACHED
Excellent Restaurant—Moderate Prices



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

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

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

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Characteristics of the New Drug Store.

The modern drug store is not a new idea—it is merely an evolution of the shop of other days. It may be hard at times to recognize the old within the new; the time-honored red globes and the long rows of golden labels have been displaced; but here and there we recognize many of the old traditions and the best of the accepted principles still remain.

The most notable change between the old and the new is the character of the wares and the business methods. Commercial pharmacy, with its hustling business systems, has quite a different aspect from the old corner drug store. The stress of modern life, keen business competition, have made a striking transformation. We may note a few of them.

The one-price system: In a store where I served for a time a book was kept wherein was entered against the name of the customer the price to be charged for articles that were most frequently purchased, and each customer had a different price. When a new customer entered he was looked over, the goods were looked at, the clerks looked wise and guessed at a price. Special arrangements, secret prices, bargaining, haggling, subterfuges and extortion were the common practice.

The prevalence and dogged retention of former customs as to prices in the drug trade has undoubtedly fostered the deep-seated prejudice as to drug store profits, and no doubt had much to do with the advent of the cut rate store.

In the modern drug store business is conducted upon a purely impersonal basis. There are no favorites—the old and young, rich and poor, are treated alike. In larger stores even the personality of the proprietor or the clerk is of but little

influence in making business; it is the method that counts.

Universal in modern business is the principal that the "nimble sixpence is better than the slow shilling." Many customers—volume of business—make it possible to buy in larger quantities and obtain concessions not accorded to the small dealer. The larger store can also increase the variety of the merchandise handled, and the drug store often expands into a department store.

The cut-rate drug store has been but an incidental phase in this evolution—the cutter has used the inequitable prices upon patent medicines as a means toward an end. As the department store holds out bargains to attract attention, so the cutter uses low prices on popular articles to bring the customer his way. Low prices are only one factor counting toward success, and it is a declining practice in the largest of our modern stores.

Packages all ready to hand over the counter enable the merchant to make completed sales in a shortened time, and it is interesting to watch purchasers rush in and out of the drug store and witness sales made as rapidly as subway tickets are sold during the rush hour. This counts for volume and a lessened expense per sale.

Of vital importance in modern merchandising is service. In former days, if no customers were at hand, the druggist sat down and waited for them. It was undignified, unethical and sometimes unnecessary for the old-time druggist to advertise. Everybody knew him; patrons only sought him in times of distress and in such cases were glad to seek his aid. But now he has become an advertiser—a trade developer—a pusher for business.

That the new drug store does not make appeal altogether upon price is shown by the following excerpt from a newspaper advertisement of one of them:

"There are many good reasons that cannot fail to appeal to every thinking person, and which should make them decide in favor of our store as the most competent place to be entrusted to fill their physician's prescriptions. Only registered druggists of large experience and the highest standing are allowed to handle them. Every ingredient used is of the highest possible quality and exactly the kind the doctor ordered.

"In purchasing drugs or chemicals at our store our customers always receive the best—not only the best as regards quality, but the best in point of store service and lowest in price. "After being received by us, sam-

ples of every article are sent to our laboratory and there subjected to critical analysis to see if they are of the required high standard. If they are they are then sent to our counters for sale; if not, they are rejected.

"That's the kind of drugs and chemicals you receive at our store."

The marked change in drug store practice is exhibited in the window. Twenty-five years ago druggists, as a rule, made but little use of their windows; in many stores windows were small in size and their use was limited to show bottles, jars, fly specks, dirt and litter. Some one more enterprising than his fellows put in perfumes at Christmas, paints in the spring, sponges in summer and licorice root when school opened. Then the patent medicine man came along, saw his chance, and filled the vacant drug store window with dope.

The drug store of to-day has, or should have, an advertising manager—a promotion department from which emanates sales plans and publicity campaigns. The druggist uses pages in the newspaper; he uses billboards, street cars—any and every means by which modern business methods may be promoted to increase and hold his trade.

The new drug store must satisfy and hold its customers; a long-established trade or a proud name will not suffice. A liberal policy, broad-gauge methods, the spirit of a perfectly satisfying service, down to the smallest detail, are part of the life and system of the new drug store. Clerks, sales people, all hands, in fact, must be alive—must be well versed in the goods they handle, and must be accommodating and polite. The tenor of the store's life depends on the good will of the public. Herein lies the strength of the department store and the chain store, and here is revealed their greatest weakness.

The new drug store, in one way or another, gets on the right side of the consumer, with the result that frequently there is a shortage of standing room inside its walls. The new druggist has studied the consumer.

It is related of one astute merchant, who owns several stores, that when selecting a location he stands men at given points, who count the passers-by, and he makes his selection after analyzing the results. He is after possible customers in quantity and quality, and, having chosen the spot, has been known to pay a rental for six days equal to that paid by the old-time store for a whole year.

The consumer, the ultimate consumer of drugs, has changed most strikingly as to his methods of thought, habits and life. Many things have helped to bring about this change. In twenty years the population of the United States has doubled; in the same time the readers of newspapers and magazines have been multiplied by five. The new consumer knows more than he did a few years back; street railways have multiplied by ten and the users of the telephone have increased from a few hundred to many millions. This, in a rough way, shows the ability of the customer to choose the things he wants, and the

source from which to obtain his supplies.

In the rural countries the new farmer has done away with the candle, the wood fire, the ox-cart and homespun clothes. His premises are electric lighted and steam heated; he carries his products to town in a motor car, and he makes his purchases with the aid of the telephone and the parcels post.

As far as drugs are concerned, the average man of to-day has read more about medicine in his magazine or his newspaper than the doctor of twenty years ago learned in his lifetime. It may be for the good or the ill of the race that every man is becoming his own physician, but the facts are that at the present day the man whom we meet on the street carries in his vest pocket a bottle of potent medicine, is versed in bacteriology, immunity, sterilization, hygiene, sanitation, diagnosis and treatment. It requires a live drug clerk to cope with the up-to-date consumer.

It is difficult to realize the rapid transformation that may take place in a generation. Changes have taken place in those elements which are directly connected with the drug store, namely, medicine and surgery. The evolution in these arts has been more marked, more rapid, more revolutionary within the last two decades than in all the other centuries that have gone before.

The new druggist, who no longer is content to be simply the "doctor's cook," has kept pace with every turn of the art. He has kept in the vanguard of the progressing age.

There has come a new humanity, a new audience, a newer, large consumer. The old store sold only bitters and cordials, castor oil, asafoetida and pills; in the new drug store can be found commodities for every humane need.

In no age has the drug store ever been established upon a more solid, substantial basis than that upon which it stands to-day.

The new drug store fills the needs of its patrons and enters into the commercial and economic life of the people who enter its doors. Never did the apothecary shop attain as hearty, as far-reaching an appreciation and popularity as does the drug store of to-day. Fred B. Kilmen.

Willing to Do Half.

Mr. Golden had a new office boy. A few days after his arrival some money was missed from the cash drawer. Calling the new boy into the private office, Mr. Golden said severely: "There is \$10 gone from my cash drawer, Albert. Now you and I are the only people who have keys to that drawer."

"Well," replied the boy, cheerfully, "s'pose we each pay \$5 and say no more about it?"

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.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Acetic 6 @ 8	Mustard, true .. 9 00@9 50	Ipecac @ 75
	Boric 10 @ 15	Mustard, artif'l 4 00@4 25	Iron, clo. @ 60
	Carbolic 43 @ 47	Neatsfoot 80 @ 85	Kino @ 80
	Citric 1 00@1 10	Olive, pure 2 50@3 50	Myrrh @ 1 05
	Muriatic 1 1/2 @ 5	Olive, Malaga, yellow @ 2 00	Nux Vomica @ 70
	Nitric 6 1/2 @ 10	Olive, Malaga, green @ 2 00	Opium @ 2 75
	Oxalic 20 @ 25	Orange sweet .. 3 50@3 75	Opium, Capmh. @ 90
	Sulphuric 1 1/2 @ 5	Organum, pure .. @ 2 50	Opium, Deodorz'd @ 2 75
	Tartaric 65 @ 70	Organum, com'l .. @ 75	Rhubarb @ 70
Ammonia	Water, 26 deg. .. 6 1/2 @ 10	Pennyroyal @ 2 75	
	Water, 18 deg. .. 4 1/2 @ 8	Peppermint 2 75@3 00	Paints
	Water, 14 deg. .. 3 1/2 @ 6	Rose, pure 14 50@16 00	Lead, red dry .. 7 @ 8
	Carbonate 13 @ 16	Rosemary Flowers @ 1 35	Lead, white dry 7 @ 8
	Chloride 15 @ 30	Sandalwood, E. I. @ 7 00	Lead, white oil 7 @ 8
Balsams	Copaiba 75@1 00	Sassafras, true .. @ 1 10	Ochre, yellow bbl. 1 @ 1 1/4
	Fir (Canada) ... 1 75@2 00	Sassafras, artif'l @ 60	Ochre yellow less 2 @ 5
	Fir (Oregon) ... 40 @ 50	Sparmint 3 25@3 50	Putty 2 1/2 @ 5
	Peru 2 75@3 00	Sperm 90@1 00	Red Venet'n bbl. 1 @ 1 1/4
	Tolu 1 00@1 25	Tansy 5 00@5 50	Red Venet'n less 2 @ 5
Berries	Cubeb 85 @ 90	Tar, USP 30 @ 40	Vermillion, Eng. 90 @ 1 00
	Fish 15 @ 20	Turpentine, bgl's. @ 54 1/2	Vermillion, Amer. 15 @ 20
	Juniper 15 @ 20	Turpentine, less 60 @ 65	Whiting, bbl. ... 11-10 @ 1 1/2
	Prickly Ash ... @ 50	Wintergreen, true @ 5 90	Whiting, 2 @ 5
Barks	Cassia (ordinary) 25 @ 30	Wintergreen, sweet @ 2 50	L. H. P. Prepd 1 25 @ 1 35
	Cassia (Saigon) 65 @ 75	Wintergreen, art'l @ 1 25	
	Elm (powd. 30c) 25 @ 30	Wormseed 3 50@4 00	Insecticides
	Sassafras (pow. 30c) @ 25	Wormwood 5 00@5 50	Arsenic 12 @ 15
	Soap Cut (powd. 30c) 25 @ 30		Blue Vitrol, bbl. @ 5 1/4
Extracts	Licorice 27 @ 30	Potassium	Blue Vitrol less 7 @ 10
	Licorice powdered 30 @ 35	Bicarbonate 30 @ 35	Bordeaux Mix Pst 8 @ 15
Flowers	Arnica 30 @ 40	Bichromate 20 @ 25	Hellebore, White powdered 20 @ 25
	Chamomile (Ger.) 55 @ 60	Bromide @ 94	Insect Powder .. 20 @ 35
	Chamomile (Rom) 55 @ 60	Carbonate 35 @ 45	Lead Arsenate .. 8 @ 16
Gums	Arnica 25 @ 30	Chlorate, xtal and powdered 30 @ 35	Lime and Sulphur Solution, gal... 15 @ 25
	Acacia, 2nd 45 @ 50	Chlorate, granular @ 40	Paris Green .. 15 1/4 @ 20
	Acacia, 3d 40 @ 45	Cyanide 40 @ 50	
	Acacia, Sorts ... @ 40	Iodide @ 3 77	Miscellaneous
	Acacia, powdered 55 @ 60	Permanganate .. 55 @ 60	Acetanalid 40 @ 45
	Aloes (Barb. Pow) 22 @ 25	Prussiate, yellow @ 50	Alum 5 @ 8
	Aloes (Cape Pow) 20 @ 25	Prussiate, red .. @ 1 50	Alum, powdered and ground 7 @ 10
	Aloes (Soc. Pow.) 40 @ 50	Sulphate 15 @ 20	Bismuth, Subnitrate 2 97 @ 3 00
	Asafoetida 75 @ 1 00	Roots	Borax xtal or powdered 6 @ 12
	Asafoetida, Powd. Pure @ 1 00	Alkanet 20 @ 25	Cantharades po 4 00 @ 3 00
	U. S. P. Powd. @ 1 25	Blood, powdered 20 @ 25	Calamel 1 20 @ 1 25
	Camphor 80 @ 90	Calamus 50 @ 60	Capsicum 30 @ 35
	Guaiac 50 @ 55	Elecampane, pwd. 15 @ 20	Carmine @ 4 50
	Guaiac, powdered 55 @ 60	Gentian, powd. .. 20 @ 30	Cassia Buds @ 40
	Kino 70 @ 75	Ginger, African, powdered 15 @ 20	Cloves 30 @ 35
	Kino, powdered 75 @ 80	Ginger, Jamaica 22 @ 25	Chalk Prepared 6 @ 8 1/4
	Myrrh @ 40	Ginger, Jamaica, powdered 22 @ 28	Chalk Precipitated 7 @ 10
	Myrrh, powdered @ 50	Goldenseal pow. 6 50 @ 7 00	Chloroform 37 @ 43
	Opium 10 50 @ 11 00	Ipecac, powd. ... @ 3 50	Chloral Hydrate 1 00 @ 1 20
	Opium, powd. 13 00 @ 13 25	Licorice, powd. .. 18 @ 20	Cocaine 6 00 @ 5 25
	Opium, gran. 14 00 @ 14 25	Licorice, 12 @ 15	Cocoa Butter .. 55 @ 65
	Shellac 28 @ 35	Orris, powdered 20 @ 25	Corks, list, less 70% @ 90
	Shellac, Bleached 30 @ 35	Poke, powdered 20 @ 25	Copperas, bbls. .. 2 @ 5
Tragacanth	No. 1 2 25 @ 2 50	Rhubarb, 75 @ 1 00	Copperas, less .. 2 @ 5
	Tragacanth pow 1 25 @ 1 50	Rhubarb, powd. 75 @ 1 25	Copperas, powd. 4 @ 6
	Turpentine 10 @ 15	Rosinweed, powd. 25 @ 30	Corrosive Sublim. 1 15 @ 1 25
Leaves	Buchu 2 25 @ 2 50	Sarsaparilla, Hond. ground @ 65	Cream Tartar ... 45 @ 50
	Buchu, powd. ... 2 50 @ 2 75	Sarsaparilla Mexican, ground 30 @ 35	Cuttlebone @ 45
	Sage, bulk 25 @ 30	Squills 20 @ 35	Dextrine 7 @ 10
	Sage, 1/2s loose .. 30 @ 35	Squills, powdered 40 @ 60	Dover's Powder .. @ 2 50
	Sage, powdered 30 @ 35	Tumeric, powd. .. 12 @ 15	Emery, all Nos. 6 @ 10
	Senna, Alex 50 @ 60	Valerian, powd. 25 @ 30	Emery, powdered 5 @ 8
	Senna, Tinn. 35 @ 40	Seeds	Epsom Salts, bbls @ 2 1/2
	Senna Tinn powd 25 @ 30	Anise 20 @ 25	Epsom Salts, less 3 @ 7
	Uva Ursi 18 @ 20	Anise, powdered @ 25	Ergot 2 00 @ 2 25
Oils	Almonds, Bitter, true 6 50 @ 7 00	Bird, ls @ 12	Ergot, powdered 2 75 @ 3 00
	Almonds, Bitter, artificial 1 75 @ 2 00	Canary 12 @ 15	Flake White 12 @ 15
	Almonds, Sweet, true 1 25 @ 1 50	Caraway 15 @ 20	Formaldehyde lb. 10 @ 15
	Almonds, Sweet, imitation 50 @ 60	Cardamon 2 25 @ 2 50	Gambier 10 @ 15
	Amber, crude ... 25 @ 30	Celery @ 40	Gelatine 50 @ 60
	Amber, rectified 40 @ 50	Coriander @ 25	Glassware, full cases 80%
	Anise 2 75 @ 3 00	Dill 20 @ 25	Glassware, less 70 & 10%
	Bergamont 6 50 @ 7 00	Fennel @ 30	Glauber Salts bbl. @ 1 1/4
	Cajeput 1 25 @ 1 40	Flax 4 @ 8	Glauber Salts less 2 @ 5
	Cassia @ 2 00	Flax, ground ... 4 @ 8	Glue, brown 11 @ 15
	Castor, bbls. and cans 12 1/4 @ 15	Foenugreek, pow. 10 @ 15	Glue, brown grd. 10 @ 15
	Cedar Leaf 90 @ 1 00	Hemp @ 10	Glue, white 15 @ 25
	Citronella 1 00 @ 1 10	Lobelia @ 50	Glue, white grd. 15 @ 20
	Cloves 1 75 @ 2 00	Mustard, yellow 16 @ 20	Glycerine 29 @ 40
	Cocanout 20 @ 25	Mustard, black 16 @ 20	Hops 50 @ 80
	Cod Liver 1 25 @ 1 50	Mustard, powd. 20 @ 25	Indigo 1 50 @ 1 75
	Cotton Seed 80 @ 1 00	Poppy 15 @ 20	Iodine 4 55 @ 4 80
	Croton 2 00 @ 2 25	Quince @ 1 50	Iodoform 5 20 @ 5 80
	Cupbebs 4 25 @ 4 50	Rape @ 15	Lead Acetate 15 @ 20
	Eigeron @ 2 50	Sabadilla @ 35	Lycopodium 1 00 @ 1 25
	Eucalyptus @ 85	Sabadilla, powd. @ 40	Mace 90 @ 1 00
	Hemlock, pure .. @ 1 00	Sunflower 3 @ 12	Mace, powdered 1 00 @ 1 10
	Juniper Berries 2 00 @ 2 25	Worm American 15 @ 20	Menthol 3 75 @ 4 00
	Juniper Wood ... 40 @ 50	Worm Levant .. @ 1 00	Mercury @ 1 25
	Lard, extra 85 @ 1 00	Tinctures	Morphine all brd 5 90 @ 6 15
	Lard, No. 1 75 @ 90	Aconite @ 75	Nux Vomica @ 15
	Laven'r Flowers @ 6 00	Aloes @ 65	Nux Vomica pow @ 20
	Lavender, Gar'n 1 25 @ 1 40	Arnica @ 75	Pepper, black pow @ 30
	Lemon 2 75 @ 3 00	Asafoetida @ 1 35	Pepper, white ... @ 35
	Linseed, boiled, bbl @ 48	Belladonna @ 1 65	Pitch, Burgundy @ 15
	Linseed, bdl. less 52 @ 57	Benzoil @ 1 00	Quassia 10 @ 15
	Linseed, raw, bbls. @ 45	Benzoil Compo'd @ 1 00	Quinine, all brds 35 @ 45
	Linseed, raw, less 51 @ 55	Buchu @ 1 50	Rochelle Salts .. 33 @ 38

1 9 1 4 Holiday Goods

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

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless **Lemon and High Class Vanilla**
Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.

Economic Coupon Books

They save time and expense
They prevent disputes
They put credit transactions on cash basis
Free samples on application



Tradesman Company
Grand Rapids, Mich.

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

- Seeded Raisins
Lamp Wicks

DECLINED

- Canned Tomatoes
Some Package Coffee
Cream Tartar
Canary Seed
Twine

Index to Markets

By Columns

Table with columns A, B, C, D, E, F, G, H, J, M, N, O, P, R, S, T, V, W, Y. Lists various grocery items like Ammonia, Axle Grease, Baked Beans, etc.

Main price list table with columns 1, 2, 3, 4, 5. Contains detailed prices for items like Ammonia, Axle Grease, Baked Beans, Breakfast Foods, etc.

Table containing sections for CHEESE, CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES ROASTED, and NUTS-Whole. Lists various food items and their prices.

Table containing sections for Bogota, Package, Extracts, CONFECTIONERY, Mixed Candy, and Specialties. Lists various confectionery and specialty items.

Table containing sections for Hickory Nuts, CRACKERS, National Biscuit Company, Sweet Goods, and In-er-Seal Trade Mark Goods. Lists various bakery and snack items.

6

Graham Crackers Red Label, 10c size ... 1 00
Kaiser Jumbles ... 1 00
Lemon Snaps ... 50
Mallomars ... 1 00
Oysterettes ... 50
Premium Sodas ... 1 00
Royal Toast ... 1 00
Saratoga Flakes ... 1 50
Social Tea Biscuit ... 50
Uneda Biscuit ... 50
Uneda Ginger Wafer ... 1 00
Vanilla Wafers ... 1 00
Water Thin Biscuit ... 1 00
Zu Zu Ginger Snaps ... 50
Zwieback ... 1 00

Other Package Goods
Barnum's Animals ... 50
Chocolate Tokens ... 2 50
Butter Crackers NBC Family Package ... 2 50
Soda Crackers NBC Family Package ... 2 50
Fruit Cake ... 3 00

In Special Tin Packages
Adora, 10c size ... 1 00
Festino ... 2 50
Nabisco, 10c ... 1 00
Nabisco, in bulk, per tin ... 1 75
Festino ... 1 50
Bent's Water Crackers ... 1 40

CREAM TARTAR
Barrels or Drums ... 35
Boxes ... 36
Square Cans ... 38
Fancy Caddles ... 43

DRIED FRUITS
Apples
Evapor'd Choice blk ... 10 1/2
Evapor'd Fancy pkg ... 10 1/2
Apricots
California ... 15@17
Corsican ... 18
Currants
Imported 1 lb. pkg. ... 9 1/2
Imported, bulk ... 9 1/2
Peaches
Mulrs—Choice, 25lb. ... 7 1/2
Mulrs—Fancy, 25lb. ... 8 1/2
Fancy, Peeled, 25lb. ... 15

Peel
Lemon, American ... 14
Orange, American ... 14
Raisins
Cluster, 20 cartons ... 2 25
Loose Muscatels, 4 Cr. ... 7 1/2
Loose Muscatels, 3 Cr. ... 7 1/2
L. M. Seeded, 1 lb. ... 8 1/2@9

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 1/2
50-60 25lb. boxes ... 11 1/2
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 ... 1 15
Peas
Green, Wisconsin, bu. ... 2 15
Green, Scotch, bu. ... 2 15
Split, lb. ... 5 1/2

Sago
East India ... 5
German, sacks ... 5
German, broken pkg. ... 5
Tapioca
Flake, 100 lb sacks ... 5
Pearl, 100 lb sacks ... 5
Pearl, 36 pkgs. ... 2 25
Minute, 36 pkgs. ... 2 75

FISHING TACKLE
1/4 to 1 in. ... 6
1/4 to 2 in. ... 7
1/4 to 3 in. ... 9
1/4 to 4 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 ... 28
Large ... 34

7

Poles
Bamboo, 14 ft., per doz. ... 55
Bamboo, 16 ft., per doz. ... 60
Bamboo, 18 ft., per doz. ... 80

FLAVORING EXTRACTS
Jennings D C Brand
Extract Lemon Terpeneless
Extract Vanilla Mexican
both at the same price
No. 1, F box 1/4 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 1/4 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 Buckwh't cwt ... 3 40
Rye ... 4 80
Valley City Milling Co.
Lily White ... 5 75
Light Loaf ... 5 25
Graham ... 2 35
Granena Health ... 2 45
Gran. Meal ... 2 05
Bolton Med. ... 1 95

Voigt Milling Co.
Voigt's Crescent ... 5 75
Voigt's Royal ... 6 15
Voigt's Flourout ... 5 75
Voigt's Hygienic Graham ... 4 60
Watson-Higgins Milling Co.
Perfection Buckwheat Flour ... 6 20
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, 1/8s ... 6 20
American Eagle, 1/4s ... 6 10
American Eagle, 1/2s ... 6 00

Spring wheat
roy Baker.
Mazetta ... 5 95
Golden Horn, bakers ... 5 85
Wisconsin Rye ... 5 35
Bonemans Rye ... 5 50
Judson Grocer Co.
Ceresota, 1/8s ... 6 60
Ceresota, 1/4s ... 6 70
Ceresota, 1/2s ... 6 80
Columbian ... 6 35

Worden Grocer Co.
Wingold, 1/8s cloth ... 6 90
Wingold, 1/4s cloth ... 6 80
Wingold, 1/2s cloth ... 6 70
Wingold, 1/8s paper ... 6 75
Wingold, 1/4s paper ... 6 70

Meal
Boiled ... 4 40
Golden Granulated ... 4 80
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 doz. ... 1 25
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 ... 13 1/2

8

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

Pelts
Old Wool ... 60@1 25
Lamb's ... 50@ 80
Shearlings ... 50@ 75

Tallow
No. 1 ... 5
No. 2 ... 4

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

HORSE RADISH
Per doz. ... 90

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

JELLY GLASSES
1/4 pt. in bbls., per doz. ... 15
1/2 pt. in bbls., per doz. ... 16
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 ... 22
Fair ... 20

Mustard
Half barrels 2c extra
Red Hen, No. 2 1/4 ... 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. ... 90
Stuffed, 8 oz. ... 1 25
Stuffed, 14 oz. ... 2 25
Pitted (not stuffed)
14 oz. ... 2 25
Manzanilla, 8 oz. ... 90

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 Tourn'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 ... 26 00

Dry Salt Meats
S P Bellies ... 14 1/2@15
Lard
Pure in tierces 1 1/2@12
Compound Lard ... 9 1/2@10
80 lb. tubs ... advance 1/2
60 lb. tubs ... advance 1/4
50 lb. tubs ... advance 1/8
20 lb. pails ... advance 3/8
10 lb. pails ... advance 1/2
5 lb. pails ... advance 1
8 lb. pails ... advance 1

9

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
1/4 bbls. ... 1 05
1/2 bbls., 40 lbs. ... 2 10
3/4 bbls. ... 4 25
1 bbl. ... 8 50

Tripe
Kits, 15 lbs. ... 90
1/4 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 Butterine
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, 1/4s ... 55
Potted Meat, Ham
Flavor, 1/8s ... 95

Deviled Meat, Ham
Flavor, 1/4s ... 55
Deviled Meat, Ham
Flavor, 1/8s ... 95

Potted Tongue, 1/4s ... 55
Potted Tongue, 1/8s ... 95

RICE
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, 1/4 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 lbs. ... 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
Halibut
Strips ... 18
Chunks ... 19

Holland Herring
Y. M. wh. hoop bbls. ... 11 75
Y. M. wh. hoop 1/2 bbls. ... 6 13
Y. M. wh. hoop 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 06
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

10

SEEDS
Anise ... 20
Canary, Smyrna ... 10
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. ... 3 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 Rapple in jars ... 43

SODA
Boxes, English ... 5 1/2
Kegs, English ... 4 1/2

SPICES
Whole Spices
Allspice, Jamaica ... 9@10
Allspice, 1/2 Garden ... @11
Cloves, Zanzibar ... @22
Cassia, Canton ... @14
Cassia, 5c pkg. dz. ... @25
Ginger, African ... @14 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 ... @15
Pepper, White ... @25
Pepper, Cayenne ... @22

Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica ... @15
Cloves, Zanzibar ... @28
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

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. ... 3 1/2

Muzzy
48 1lb. packages ... 5
16 3lb. packages ... 4 1/2
12 6lb. packages ... 6
50lb. boxes ... 3 1/2

SYRUPS
Corn
Barrels ... 32
Half barrels ... 34

Blue Karo, No. 1 1/2, 4 doz. ... 3 45
Blue Karo, No. 2, 2 dz. ... 1 95
Blue Karo, No. 2 1/2, 2 doz. ... 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 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 ... 23@33
Fancy ... 38@45
Basket-fired Med'm ... 25@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 ... 23@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

Cooling
Formosa, Medium ... 25@28
Formosa, Choice ... 32@35
Formosa, Fancy ... 50@63

English Breakfast
Congou, Medium ... 25@30
Congou, Choice ... 30@35
Congou, Fancy ... 40@60
Congou, Ex. Fancy ... 60@80

Ceylon
Pekoe, Medium ... 25@30
Dr. Fekoe, Choice ... 30@35
Flowery O. P. Fancy ... 40@50

TOBACCO
Fine Cut
Blot ... 1 45
Bugle, 16 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. ... 40
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 ... 9 50
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, 3/4 gro. ... 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 16 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
Five Bros., 4 lb. boxes ... 66
Four Roses, 10c ... 90
Gilt Edge, 2 lb. ... 50
Gold Rope, 6 & 12 lb. ... 58
Gold Rope, 4 & 8 lb. ... 58
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. ... 43
Honey Dip Twist, 5&10 ... 45
Jolly Tar, 5 & 8 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 40
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 Heidsick, 4 & 7 lb. ... 69
Piper Heidsick, per doz. ... 96
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, 1 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

11

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
Mall Pouch, 4 doz. ... 5 20
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 Scrp 1/4gr. ... 5 76
Peachy Scrap, 5c ... 5 76
Union Workman, 2 1/4 ... 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 76
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

13

14

Table with columns for items and prices. Includes sections for Smoking (Bull Durham, Buck Horn, etc.), Pilot (7 oz. doz.), Soldier Boy, etc., and various other goods like cigars and soap.

Table with columns for items and prices. Includes sections for Pilot (7 oz. doz.), Soldier Boy, etc., and various other goods like cigars and soap.

Table with columns for items and prices. Includes sections for Faucets, Mop Sticks, Palls, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Yours Truly Lines, and Axle Grease.

15

16

17

Table with columns for items and prices. Includes sections for Baking Powder, Cigars, and Coffee.

White House Coffee advertisement featuring a can of coffee and text: 'Roasted Dwinell-Wright Co's B'ds WHITE HOUSE COFFEE'.

White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb. Tip Top, Blend, 1 lb. Royal Blend Royal High Grade Superior Blend Boston Combination Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

Royal Garden Tea advertisement featuring a box of tea and text: 'Royal Garden Tea, pkgs. 40 THE BOUR CO., TOLEDO, OHIO.'.

Lautz Bros. & Co. Soap advertisement featuring a box of soap and text: 'Acme, 30 bars 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 20 Big Master, 100 blocks 4 00 Cream Borax, 100 cks 3 85 German Mottled 3 15 German Mottled, 5bx. 3 15 German Mottled, 10 b. 3 10'.

German Mottled, 25 b. 3 95 Lautz Naphtha 100 ck. 3 85 Marselles, 100 cakes 6 00 Marselles, 100 cks. 5c 4 00 Marselles, 100 ck. toll 4 00 Marselles, 1/2 bx toll 2 10

Proctor & Gamble Co. Lenox 3 20 Ivory, 6 oz. 4 75 Ivory, 10 oz. 6 75 Star 3 35

Swift & Company Swift's Pride 3 15 White Laundry 3 75 Wool, 6 oz. bars 4 00 Wool, 10 oz. bars 6 65

Tradesman Co.'s Brand Black Hawk, one box 2 50 Black Hawk, five bxs 2 40 Black Hawk, ten bxs 2 25 A. B. Wrisley Good Cheer 4 00 Old Country 2 40

Scouring Sapollo, gross lots .. 9 50 Sapollo, half gro. lots 4 85 Sapollo, single boxes 2 40 Sapollo, hand 2 40 Scourine, 50 cakes .. 1 80 Scourine, 100 cakes .. 3 50

Soap Compounds Johnson's Fine, 48 2 3 25 Johnson's XXX 100 5c 4 00 Rub-No-More 3 85 Nine O'clock 3 50

Washing Powders Armour's 3 70 Babbitt's 1776 3 75 Gold Dust, 24 large .. 4 30 Gold Dust, 100 small 3 85 Kirkolline, 24 4lb. 2 80 Lautz Naphtha, 60s .. 2 40 Lautz Naphtha, 100s 3 75 Pearlina 3 75 Roseine 3 50 Snow Boy, 24s family size 3 75 Snow Boy, 60 5c 2 40 Snow Boy, 100 5c 3 75 Snow Boy, 20s 4 00 Swift's Pride, 24s 3 50 Swift's Pride, 100s 3 65 Wisdom 3 50

The only 5c Cleanser advertisement featuring a can of cleanser and text: 'The only 5c Cleanser Guaranteed to equal the best 10c kinds 80 - CANS - \$2.00'.

Old Master Coffee advertisement featuring a can of coffee and text: 'Old Master Coffee 31 San Marto Coffee'.

FITZPATRICK BROTHERS' SOAP CHIPS advertisement featuring a box of soap chips and text: 'White City (Dish Washing) 210 lbs. 3c per lb. Tip Top (Caustic) 250 lbs. 4c per lb. No. 1 Laundry Dry 225 lbs. 5 1/2c per lb. Palm Pure Soap Dry 300 lbs. 6 1/2c per lb.'

American Steel Sanitary Desks advertisement featuring an illustration of a desk and chair and text: 'Public Seating for all Purposes World's Largest Exclusive Manufacturers Church Furniture of Character Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4. American Steel Sanitary Desks Built of steel to withstand strain. All parts are electric welded into one indestructible unit. Your school board should have our illustrated book B-C. Motion Picture Theatre Seating Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for FREE SEATING PLAN and book B-C-1. Lodge Furniture We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs. Write for book B-C-2. American Seating Company 14 E. Jackson Blvd., Chicago Grand Rapids New York Boston Philadelphia'

MICA GREASE advertisement featuring a can of grease and text: 'MICA GREASE'.

CHARCOAL advertisement featuring text: 'CHARCOAL Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal. M. O. DEWEY CO., Jackson, Mich.'

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—Fine farm 94 acres, in Southern Maryland. Every convenience. Address J. Clarence Raley, St. Inigoes, Md. 688

Selling agencies wanted for Canada—Toronto house with branches in Montreal and Winnipeg covering Canada from Halifax to Vancouver, is open to take up agencies for American manufactured goods. We call on cloak and suit, dress and waist manufacturers, also the dry goods wholesale and jobbing trade as well as the entire retail stores throughout Canada. Kindly communicate direct with A. Weyerstall & Co., 145 Wellington Street West, Toronto, Canada. 669

Sample rooms for visiting salesmen, fitted with display tables, etc. One flight up. Freight and passenger elevators. \$2 per day. M. B. Martine, Inc., 78 Reade St., corner of Church St., New York. 670

Partner—Will sell half interest in good dry goods business to live man with \$5,000 to invest. Address No. 671, care Tradesman. 671

Good opportunity for hustling young man. A store building in growing village, twenty-four miles from Grand Rapids, on the Grand Rapids and Indiana and Kalamazoo Interurban. Building, 24 x 50. Would be a good location for hardware, meat market, or barber shop. The owner will model building to suit the renter, with living rooms, if desired. Address No. 672, care Michigan Tradesman. 672

Drug Store For Sale—Old established drug store for sale in Bay City, Mich. Last year's sales between \$6,000 and \$7,000. Stock about \$2,000. Rent \$15.00. Postal sub-station, Nyal and National Cigar Stands Agencies. Good prescription trade. Fowley & Co., Bay City, Michigan. 673

For Sale—Owner will trade 120 acre farm in the Ozark fruit belt of Missouri for stock of general merchandise worth about \$2,000, in small town. Address 674, care Tradesman. 674

Drug Store For Sale—A big bargain for quick sale. No. 675, care Tradesman. 675

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

Wanted to hear from owner of good dry goods or general merchandise store for sale. Give particulars and cash price. D. F. Bush, Minneapolis, Minn. 589

For Sale—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

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 67 1/2 c. No trade. Noel Bros., Humboldt, Neb. 659

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. 640

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

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—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

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 store 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

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

Do you want to sell your business or farm? Send us a brief description and we will advise if we can sell it. Our charges are less than 1%. Our system includes your individual advertising, meaning quick results. V. D. Augsburg Co., Kenton, Ohio. 636

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

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—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—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

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

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., 803 Monroe Ave. 204

Notice—For closing out or reducing stocks of merchandise, get our proposition and compare with others. Merchants Auction Co., Reedsburg, Wis. 137

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Autopress, Wayland, Mich. 65

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

HELP WANTED.

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

Experienced salesman to carry the B. S. K. silk and cotton petticoats, for the Western and Southern states, on a very large commission basis. Splendid values. Stitching fourteen to eighteen stitches to the inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 608

SITUATIONS WANTED.

Wanted—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

Wanted Position—By a man who has several years' experience in grocery and general store, as clerk or stock keeper. Can furnish references where last employed. Address Box 235, Plainwell, Michigan. 676

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 A. J. 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

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

Some Spurious Arguments and Fallacious Figures.

Written for the Tradesman.

The alarmists no less than the poor are with us always.

Only our alarmists are ever so much more troublesome than the poor.

If we'd listen to them patiently and take them seriously, they'd keep us het up and peeved all the time.

This would greatly interfere with our vocations, not to enlarge upon the bad effects on our digestion.

The alarmists is long on figures and fairly bloated with statistics. Said figures and statistics pertaining, of course, exclusively to the situation over which he is personally perturbed, and whereupon and wherewithal he is ready at any and all times to pester whomsoever he may.

A creature of marvelous resourcefulness in the matter of juggling figures, the alarmist first deceives himself and then proceeds to convince everybody else. His argumentative organism functions copiously, and, as time goes by, he acquires a vocabulary of picturesque and colorless words. When it comes to running in a circle, the squirrel doesn't live that can beat him; and he'd rather hot-foot it argumentatively around his little circuit than eat when he's hungry.

The Fallacy of Figures.

Dr. Frank Crane has subsumed some excellent remarks under the above heading. He says: "Every once in a while some scientist comes forth with figures to prove that, at the present rate of increase, the population of the United States will be 200 to the square foot in 2014 A. D. Or that, if things go on as they are now going, there will be no children at all born in 1999. Or that in a certain time there will be more insane people in the country than sane; and the sane will be locked up in asylums."

And that reminds one of Malthus, the English political economist, who flourished back in the beginning of the nineteenth century. Mr. Malthus was one of the most brilliant and versatile alarmists of all time. The didoes he cut with figures gave the people of his day the creeps. Malthus proved by figures—and figures are supposed to be as truthful as "the Father of his Country;" Mr. Malthus, I reiterate, by means of figures overwhelmingly demonstrated that the population is increasing faster than the means of support, unless checked by a scarcity of the necessities of life, or by some other cause such as war, voluntary restraint, or something or other.

But the logic of subsequent events has played havoc with Malthusian deductions. The problem nowadays isn't so much. Where are we going to find room and foodstuff for earth's teeming population? as it is, where are we going to find folks enough to man the vast machinery of life, if this race-suicide-business keeps on at the present rate?

The Malthusian theory is a bright and shining example of the spurious and fallacious. For all his popularity and brilliancy, Mr. Malthus was an alarmist. "The one thing that the

figure-jugglers, from Malthus down to the trust-buster, leave out of consideration," say Frank Crane, "is this: That when anything in human affairs gets to be about so big it becomes topheavy and falls." In other words, and as I prefer to put it, Nature is a great stickler for her law of averages; she doesn't go to excess in any direction; she doesn't get speedy... Conservation of the Worthful.

It's a pretty good thing for us to get this idea fixed in our minds. It saves us from becoming panicky when we fall into the hands of a clever alarmist.

Also it helps us to a better interpretation of current history, as recorded in the daily papers and monthly magazines.

Surface views are often misleading. A set of published facts and figures may be correct insofar as they go; only they so often don't go far enough. We haven't all of the facts. Some of the most important figures are wanting. This circumstance serves to vitiate all deductions of a general nature made therefrom.

The scientist with a bee in his bonnet is of rather common occurrence. He goes off half-cocked. He gets so excited over a nest of facts, he forthwith jumps to the conclusion that the woods are full of analogous facts. Without at all meaning to be, he sometimes is, an alarmist.

Thus we have figures and statistics and arguments anent this, that or the other thing, and the outlook is made to appear glum to a degree; and a whole lot of respectable but simple-minded folk get worried and say, Well what's the use? You remember, perhaps, the story of Chicken Little, and how he started the rumor that the sky was falling? Now, of course, Chicken Little was altogether mistaken; for it wasn't the sky at all that was falling; but only a leaf that fell on his tail. But Henny Penny and all the foolish fowls that believed Chicken Little's ridiculous report, got in bad. And so it is with all who join the procession of the alarmist.

It would be far better for all of us, if we'd just let the alarmist alarm to his heart's content, while we stick strictly to our own affairs.

It's a pretty safe bet that, if there's anything worth while in the world, prudent old mother Nature is going to take care of it. If she now and then appears to destroy something or other, it's only that she may make it over in another and more precious form—and make it better the next time. There's eternal justice at the heart of things; and over all and in all, there is progress.

Hobgoblins of Business.

Business literature often exhibits the tracks of the alarmist.

During the widespread discussion incident to our parcels post legislation, I recall having read quite a bit of lurid and hysterical matter. Many people honestly thought shopkeepers and smaller merchants throughout the country would be put out of business in a jiffy if the bill went through and became a law. But they haven't been. In fact most of them have ad-

justed themselves to the parcels post idea, and find it an excellent thing in practice.

Some folks thought Sheers & Sawbuck, Montmummary, Sward & Co., and our benevolent friend, John Whinnymaker, would round up pretty much all the retail business of America. But they haven't. I observe the little stores and shops of our city are just as prosperous as ever—evidently more so, if I may be permitted to judge from outward appearances.

Ponder these words of Secretary of Commerce Redfield, published in his last annual report:

"There is a limit to the efficiency of large combinations. Economies of management do a good deal to reduce the cost of production; and a large working capital should make it possible to adopt the most progressive methods of production. But after a point, the organization begins to lose that alert personal quality which is the essence of commercial success."

And there you have it in a nutshell; the big mail order house lacks that alert personal quality, upon which the local dealer is particularly strong. Therefore the big catalogue house, with its factories and its follow-ups, can't compete—in the real sense of the term—with the dealer-on-the-ground. Him the people can see and know and talk with face to face. Also they can see the merchandise they buy before they buy it. And just as long as flesh-and-blood salesmanship has it over form-letters and stereotyped catalogue pages, just so long will the shopkeeper and small merchant of our cities grow up in the commercial world.

Business conditions aren't ideal, of course. Nobody but a bonehead or a son of a bonehead would go that far. But conditions, on the whole, are fairly good; and year by year they are getting better. And it's a pretty safe bet that honesty and industry and everlasting hustling are going to win out in the coming year just as they have in the past.

Agree with the alarmist quickly, and then tell him you are sorry, but you'll have to go. Then go.

Frank Fenwick.

Evils Resulting From Jobbers Splitting Cases.

In going about the country, I have been struck with the immense number of tiny, ill-kept, cheap, little groceries, some of which carry as little as \$25 worth of stock. Oftentimes they are run by the wife of a laborer or mechanic and are adjacent to the family living quarters. They are dirty, insanitary and full of flies.

It is an expense to the manufacturer to canvass these innumerable little dealers, especially as the chances of making a sale are much reduced by the poverty of these establishments. They constitute unquestionably a serious expense to the jobber who has to watch and limit his credits very carefully, and must be subject to continual petty losses since these stores are not run on business principles. These little stores retard the development of really good stores carrying ample stock and keeping

clean, well ordered, businesslike establishments.

My diagnosis of the condition is that these little stores exist solely by reason of the fact that the jobbers, striving to out-do each other in service to the retailer, are more and more indulging in the practice of selling in insignificant quantities, or, as we express it, "Splitting Cases."

A certain well-known scouring soap, for instance, is sold in cases of thirty-six cakes or cans. The normal service which the jobber should perform is the receiving of these cases and passing them along, intact and unbroken, to the retailer. The price of a case of that soap is \$2.50 and the retailer who demands that the case be opened and a part of its contents sold to him at the jobbing price is, therefore, shrinking from the expenditure of \$2.50 and cutting down to 85c for a dozen or \$1.25 for eighteen. This practice applied to all classes of commodities enables any ambitious workingman's wife, who has saved up \$50 to go into the grocery business.

If jobbers refused to split cases, it would take several hundred dollars capital, at least, to enable the would-be-grocer to stock his store with a proper variety of specialty goods. The result would be—fewer and better groceries. The grocers who are really business men, would not be exposed to the competition of ignorant rivals who do business at a loss without knowing it. The expenses of the jobbers would likewise be reduced, and they would be able to do a profitable business on the present margins which manufacturers allow to them.

Good storekeeping demands fair trade conditions and if the good stores of a given community would petition the jobbers to stop breaking cases and would themselves refrain from insisting on making split case orders, a lot of the "jingle-bell groceries" would be extinguished and everybody would profit. The consumers would benefit by having more of a good class of stores where things are sanitary and where good store service could be given. The good storekeepers would benefit and the jobbers would reduce their expenses, for they would require fewer salesmen, would make fewer deliveries and would assume fewer credit risks. Even the poor men and women, who undertake to start "jingle-bell groceries," would benefit, for the natural result of their endeavors to do business on a shoestring is bankruptcy and the loss of their savings. They are too ignorant of business principles; too easily the mark for glib specialty salesmen; and when the factory shuts down by reason of strike or slack business, the "jingle-bell" grocers, unable to carry their customers on credit, go out of business.

Richard S. Childs.

It takes two to make a bargain—and a lawyer to get the best of it.

BUSINESS CHANCES.

For Sale—By the trustee, stock of clothing and furnishings, about \$6,000, in a live manufacturing city of 5,500 Southern Michigan. Best location, first class opening, and will be sold cheap. This is no fake. Address Trustee, Michigan Tradesman.

The National Association of Dairy Food and Drug Officials

Whose Membership Includes *All National and State Pure Food Officials*

Held their Annual Meeting During July, 1914, at Portland, Me.

Read carefully the action they took in denouncing the mixing of albumen in baking powder, which is no aid in the baking but makes possible the "*fraudulent water glass test.*"

RESOLVED, That this Association vigorously condemns that existent practice involving the addition to food of a small or inappreciable amount of any substance, where such addition is obviously for the purpose of naming the substance upon the label, or otherwise to the end of imparting a value which is fictitious; also those methods of treatment, demonstration, or representation generally which are misleading in effect or founded upon false principles. *And in this connection we denounce the fraudulent water glass test with "albumenized baking powder" in comparison with other powders.*

This Scathing Resolution Was Passed Unanimously

Fraud, deceit and misrepresentation in the sale of *Food Products* is fast becoming a thing of the past.

Dealers throughout the country are buying and pushing the food products—especially *baking powder* of the wise manufacturer who is getting in line with the *Pure Food Laws* and co-operating with the *Pure Food Officials* to make his product better, purer and free from all taint of misrepresentation in its sale.

KG BAKING POWDER

is legal in every State of the Union, every day in the year.

It contains no albumen (sometimes called white of egg) and we have never used the "*fraudulent water glass test.*"

Jaques Mfg. Company, Chicago

What Outside Grocers Say About Lily White Flour

"The Flour the Best Cooks Use"

Montpelier, Vermont.

In the fourteen years that I have handled Lily White I have failed to find another that gives the satisfaction to the consumer that this brand does. I have never had a barrel returned. H. O. KENT.

Masardis, Maine.

I have handled quite a number of grades of flour and feel satisfied in saying that Lily White Flour is far superior in color, quality and flavor to any grade I ever handled and I find that Lily White once used, always used when it can be obtained.

E. A. GODING.

Bryant Pond, Maine.

We have been selling your Lily White Flour for several years and it gives very good satisfaction. In fact, it suits more people than any flour we have ever sold.

E. ANDREWS.

Houlton, Maine.

Lily White Flour gives splendid satisfaction, with an increasing demand for it. I have sold many carloads during the time I have handled it and know it is o. k. It is worthy of the name Lily White, "the flour the best cooks use."

W. L. M'GEE.

Caribou, Maine.

We have handled your Lily White Flour for several years, which has always given the best of satisfaction. The color, quality and flavor are excellent.

SHAW & MITTON.

We have many more letters from dealers in Michigan and other sections, but these will give you an idea of how Lily White is regarded by the dealers who sell it.

Michigan people are fortunate to have right at home a flour that stands so high in the estimation of people at a distance who cannot, at times, get all they would like.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

Waldoboro, Maine.

Come, get onto your job. You are not loading me a car every six days as you agreed. Promises don't do me any good. If you cannot get me a car out every six days build another mill so you can take care of your trade. My trade is gaining every day now and I need the cars as ordered as fast as I can get them along.

S. E. WINCHENBACH.

Macon, Georgia.

We are advised that you put out some very fine flour through this section.

MIDDLEBROOKS BROS.

Mentour, Alabama.

I hear from the office that you do not intend to ship but 1,000 barrels this week. I am under contract with you to get me 1,500 barrels a week and you must in some way arrange to give it to me.

W. M. CROSBY.

Indianapolis, Ind.

Mrs. Goodwin is noted among her friends as a fine cook and she says, "Lily White is equal if not superior to the well known brand I have been using. It is sweeter and does not dry out so quickly."

T. A. GOODWIN.

Muskegon, Mich.

I cannot keep any Lily White Flour in my store. I am always getting out of it. Please ship five barrels at once.

F. X. GROLEAU.