

# MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 11, 1914

Number 1625

## THE RIVER OF TIME

Oh, a wonderful stream is the River of Time,  
As it flows through the realm of Tears,  
With a faultless rhythm and a musical rhyme,  
And a broader sweep and a surge sublime,  
As it blends with the Ocean of Years.

How the winters are drifting like flakes of snow!  
And the summers like buds between;  
And the year, in the sheaf—so they come and they go  
On the River's breast with its ebb and flow,  
As they glide in the shadow and sheen.

There's a magical isle up the River of Time  
Where the softest of airs are playing;  
There's a cloudless sky and a tropical clime  
And a voice as sweet as a vesper chime,  
And the Junes with the roses are staying.

And the name of this isle is the Long Ago,  
And we bury our treasures there;  
There are brows of beauty and bosoms of snow—  
They are heaps of dust, but we loved them so!  
There are trinkets and tresses of hair.

There are fragments of song that nobody sings,  
And a part of an infant's prayer,  
There's a harp unswept and a lute without strings,  
There are broken vows and pieces of rings,  
And the garments that She used to wear.

There are hands that are waved when the fair shore  
By the mirage is lifted in air;  
And we sometimes hear through the turbulent roar  
Sweet voices we heard in the days gone before,  
When the wind down the River is fair.

Oh, remembered for aye be the blessed isle,  
All the day of our life till night,  
And when evening comes with its beautiful smile,  
And our eyes are closing in slumber a while,  
May that "Greenwood" of soul be in sight.

[Benjamin F. Taylor, who wrote the above poem, was born and educated in New York State, came West in 1840, was connected many years with the Chicago Evening Journal, published several volumes of poems and was popular as a lecturer. His most distinguished work was as a war correspondent. His report to the Evening Journal of the fighting at Lookout Mountain is rated as the best descriptive writing that came from the field. It was brought out later in book form under the title, "Three September Days." The above is his best known poem. He died in 1887.]



## Sixty-Six Per Cent.



According to the latest report of the Bureau of Labor statistics the retail prices of the principal articles of food advanced sixty-six per cent. in fourteen years. The price of

## Shredded Wheat

in all that time has remained the same, and it is just as strengthening and nourishing as it was fourteen years ago—a complete, perfect whole wheat food. You can help your customers solve the problem of the high cost of living by telling them about Shredded Wheat. Two Biscuits, with hot milk or cream and a little fruit, will supply all the nutriment needed for a half day's work at a cost of four or five cents.



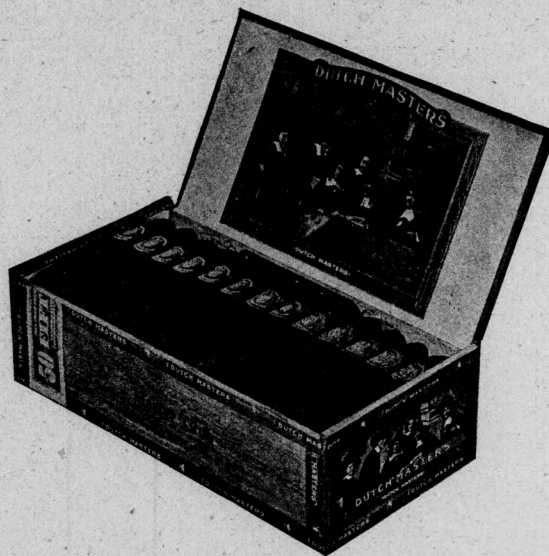
TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

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

MADE ONLY BY

The Shredded Wheat Company  
NIAGARA FALLS, N. Y.

## DUTCH MASTERS CIGARS



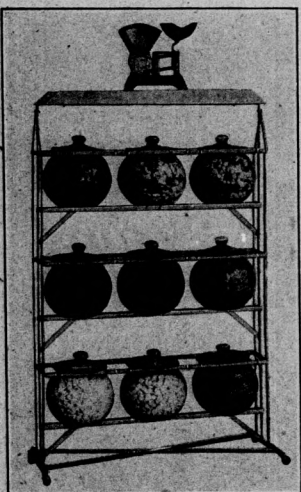
Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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



## 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

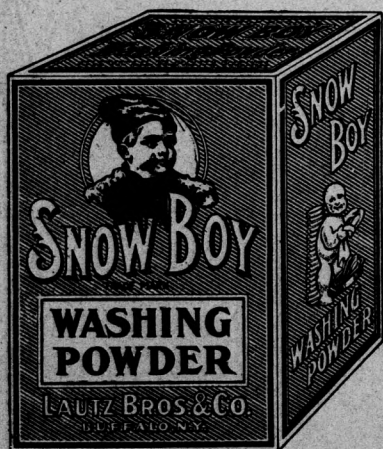
Jars Quickly Removed for Refilling—A Fine  
Profit for the Dealer

Ask our salesmen or write us for particulars

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

Good Yeast  
Good Bread  
Good Health

Sell Your Customers  
**FLEISCHMANN'S  
YEAST**



## SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer  
**SNOW BOY WASHING POWDER 24s FAMILY SIZE**  
through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

**Lautz Bros. & Co.**

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



# MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 11, 1914

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## SPECIAL FEATURES.

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## COLD WEATHER NEEDED.

Business conditions throughout Michigan are in good shape for a revival with seasonable weather. As one gets away from the large trade centers into the strictly agricultural districts, where grain and live stock are the chief factors in the business situation, there is little heard of the war or tight money or of depression. High prices have been secured for grain and live stock, and the people there are cheerful. Cold weather, however, is needed to stimulate trade with distributors of merchandise for winter use.

Railroads have done a large business since harvest, moving more grain than in any other year, as prices have been high, and there has been every condition to induce free marketing. This increase in traffic has been counterbalanced by reductions in a higher class of revenue-returning freight, such as merchandise and miscellaneous, which have kept down earnings. High operating expenses, despite efforts to curtail, have also worked against a good financial showing. But in all, the railroads have done well under the adverse conditions. They have done more than an average business this fall, and indications are for a large traffic this winter and next spring, as consumption of merchandise is going on, and any increase will be reflected in enlargement of the output of manufacturers.

Export clearances last month were over 25,000,000 bushels wheat and flour, making more than 113,000,000 bushels cleared since July 1, compared with 17,879,000 bushels for the same time last year, and 146,000,000 bushels for the twelve months a year ago. This movement is sure to continue and it is an important factor in the situation here. The fact is that Europe must have our grain whether the war is ended soon or not. The farmers are growing rich almost by the hour. They will be able to spend a lot more than they did last year and the country merchant will be helped accordingly.

One drawback to the export trade is the scarcity of ocean freight room

and the financing, payment being required when the grain is loaded into the steamers. That foreigners will require millions of bushels of all grains from the United States is certain, but they will not buy it all at once.

Corn is now wanted by exporters for immediate shipment and for shipment the next two months, despite the high prices it is selling at as compared with that from Argentina. This is attributed to the recent loss of several cargoes from the latter country through the operations of German gunboats in Southern waters.

If the surrender of Tsing-tau to the Japanese besiegers comes as a surprise, it can only be because the world has not known of the conditions within the fortress. The Germans had made so stout a defence, and were apparently so prepared to sell their lives dearly, that the general expectation was of a prolonged resistance. It could not have been merely a question of yielding to overwhelmingly superior force, for that was pitted against the Tsing-tau garrison from the first. The inference seems clear that, in addition to the capture of outlying forts, disease among the troops or shortage of supplies or lack of ammunition compelled the surrender. Although this was inevitable from the beginning, its coming now will be a sad reminder to the German people of the losses on the sea and beyond the sea which the war has brought them.

The law creating the Michigan Railway Commission should be amended making the organization a Public Service Commission, increasing the salary to \$5,000 or \$6,000 per year, the same as other states pay for similar service, and require the members to give the work of the Commission all their time. A man with a good business or a capacity to build a business cannot afford to take the position at \$3,000 a year, but if the salary was made larger, the Commission and the people it serves would be greatly benefitted.

A few days since a woman celebrated the sixty-fourth anniversary of the beginning of a continuous employment as a maid in a Philadelphia family. She had a few friends to help her celebrate the day, and her employers did what they could to make the anniversary pleasant. The woman is now serving those she served many years ago when they were children. She is long past 80, but continues to perform her tasks. Her long record makes her a curiosity to those families that have trouble in keeping a maid sixty-four days.

## CANNED GOODS WEEK.

Last week was "Canned Goods Week." Did any grocer know it? Or did any grocer sell any more canned goods than usual? The average mortal, save in a little area contiguous to Chicago, where a trade paper undertook to boost the enterprise after the canners' and grocers' committees had withdrawn, knew nothing about it.

There is a feeling in the trade that this "week" business is about played out and getting so common as to have lost whatever of influence it ever did have. In business where seasonable considerations lend an aptness to a concentrated trading period a given week might have some effect, but foods have a way of being staple all the year. There is no reason why consumers can be induced to eat canned goods any more during the week of November 2 to 7 than any other week, and educational influence as to the merits of canned goods, concentrated and fired at one broadside during one week, is likely to be less effective than when persistently continued during fifty-two weeks.

Undoubtedly canned goods need exploitation. They are far better and more economical food than the average consumer realizes and prejudices born of past short-comings of the canner's art—or more likely the blatant and reckless utterances of reformers and would-be "experts"—do deter many from the free use of canned goods that should prevail. The officials of the National Canners' Association has done much to educate the public, but there is room for much more. Confining it into a single week will not avail much.

Great Britain's prompt annexation of Cyprus, almost at the moment of declaring war on Turkey, does not, except in name, alter the status of that island. It has been in British hands since 1878. Disraeli having brought it home in his pocket, along with "peace with honor," from the Congress of Berlin. A thin pretence of Turkish suzerainty over Cyprus is all that British government has now ended. The step is doubtless intended, however, as a sharp reminder to Turkey that, by going to war, she is endangering every foot of her possessions in Europe. Dispatches from Egypt intimate that fear of British annexation is felt there. Such a move at this time would apparently be a mistake, and is, indeed unnecessary. The anomalous position of the Egyptian government is one of the finest illustrations of the English disregard of logic in colonial policy. Lord Cromer gave expression to the whole curious arrangement when he said that the government of Egypt was,

of course, independent, except for its being nominally under Turkish suzerainty, but that it always did whatever the British Viceroy advised it to do! And Lord Milner, speaking of the possibility of an Egyptian revolt against the British, in consequence of the war with Turkey, points out that the Nationalists movements among the Egyptians has never looked towards Constantinople. The cry has always been, "Egypt for the Egyptians," never, Egypt for the Turks. This state of feeling would seem to make it wise policy for the British at present, while defending Egypt, to leave her governmental status severely alone.

How long the German people can bear up under the psychological strain of the terrible losses they are sustaining, both on sea and on land, is one of the most interesting questions pertaining to the war. We know that multitudes of Germans in public and private have said that they will fight to the last man—but that is mere rhetoric. No nation can do that. The feeling of those who stay at home is bound to be a factor of enormous importance in deciding the length of the conflict, for they have not the relief of being at the front. At first the casualty lists were published in full. Now they are so tremendous that they can be printed only in abridged form, the local names appearing. Every day the Berlin Tageblatt prints a list of the well-known dead, architects, doctors, lawyers, professors, teachers, members of the aristocracy, government officials in every walk of life; and the list is staggering. On a single day a well-known bank announced the deaths of twenty-three employees. The Ninety-first Infantry Regiment reported the loss of no less than twelve officers killed and sixteen wounded, together with 234 men killed, 1202 wounded, and 114 missing in seventeen days' fighting in Belgium and France. Other regiments have suffered worse, in shorter time; but as the casualty lists are published a month after the period covered, the worst is yet to come. A private letter from Munich tells not only of the growing anxiety of the public over the long delay in ending the battle of the Aisne, which Major Morah, the military critic of the Tageblatt, has admitted, but speaks of the innumerable hospitals springing up everywhere like mushrooms, and overcrowded the instant they are opened. How long can even a wonderful nation like Germany endure this?

A little learning is all right when properly added to.

No man can hold his own who can't hold his tongue.



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Nov. 10.—Learn one thing each week about Detroit: The malleable iron works in this city is the largest in the world.

"Mexico Again On The Verge of War" reads a newspaper headline. Again or still?

F. Windsor, general merchant of Canton, was a Detroit business visitor last week.

Theodore C. Reid, well known in the local automobile field, where he has been specializing in electric cars, has been appointed manager of the sales department for Detroit and Wayne county by the Anderson Electric Car Co. The promotion comes to Mr. Reid as a reward for his sales record, as well as his general ability, and his many friends predict that this is but a stepping stone to greater honors in the electric car business for him.

Detroit Council holds its regular monthly meeting Saturday night, Nov. 14. Every member present will receive a numbered ticket absolutely free entitling him to a chance on a large turkey. The winner will be presented with an order for the turkey in order to have it for use on the stomach stuffin day of the year—Thanksgiving.

Do you know D. Hayden Brown? Most every one does, but nobody knows why he is ashamed of his first name. Maybe if we knew it Uncle Sam might object to it in these columns because these columns go wherever the Tradesman does, which must be going some, because, figuratively speaking, it goes into at least 10,000 different places. If you don't know who D. Hayden Brown is, we will tell you. He represents the Simmons Boot and Shoe Co., of Toledo, and has done so for these many years; in fact, Hayden is a vet on the road, but has traveled for only the one house above named. He is handsome and tall and doesn't care who knows it and has been old enough to vote for the past ten years—and then some. When home he looks after an aged grandmother in Eaton Rapids. Hayden, although everything we have said of him, is also in the blessed state of singleness—or in other words is still free to stay in Traverse City and take as many automobile rides as long and often as he pleases—all he has to do is to keep his sales up and expenses down. We know lots of other things about D. Hayden, but he also knows a few about us, so we will pass over to the next chapter. We will say this for him, however, any man who is as good looking as he is and has a steady job and can still escape the wiles of the young maidens is deserving of much praise; also he personally has our congratulations. Mr. Brown just simply raves over prohibition; in fact, he never gets into a prohi-county but what he raves. One night he was taking a married friend of his home from a social session and on the way he said to his friend, "Does your wife miss you on these occasions?" "Not often," he replied, "she throws pretty straight." Some say this is one of the many reasons why he is single and still enjoys life. At any rate there's only one D. Hayden Brown in Michigan.

H. Lincoln, general merchant of Drake, was a business visitor in Detroit last week.

J. M. Earle, who sold the Brunswick Hotel to August Bialk a year ago, has re-purchased it and has appointed Bert H. Pratt assistant manager. Mr. Earle, who was a member of the Earle-Card Lumber Co., has sold his interest to J. H. Stump, of Armada. Before selling the Brunswick, Mr. Earle made many friends among the traveling public. The hotel is located at the corner of Grand River and

Cass avenues and not far from the center of the city.

A Blumeneau, of Elkton, was in Detroit last week in the interests of his general store.

It is not for us to criticize the United Commercial Travelers as an organization. Great good has been and still is being done by them. Still in making no specific effort to create a sentiment in favor of the amendment which would allow students and traveling men to vote away from home the writer believes the U. C. T. of Michigan was woefully lax. True, much time was given to the fraternal amendment, but with a line or two added to the general circulars and posters, at least mentioning the amendment relative to voting in different cities would have accomplished much. Strange as it may seem, thousands, including traveling men, knew nothing of it. Who was to blame? Since the late lamented Knights of the Grip passed out of existence there is no Michigan organization but the U. C. T. to take up the traveling men's cause. There are many things of vital importance to the traveling public that the U. C. T. can straighten, one of which should be a card system to keep tab on the erring hotel keepers and grafting managers, livery keepers, etc. A little ginger mixed with brotherly love might not prove a bad thing for the order, but a bad thing for those who make life miserable for the traveling public. It is up to the United Commercial Travelers.

We are greatly obliged to Lou Burch, Chas. Welker, Elmer Brevitz, Angus McEachron and Gard Wallace for their many promises of news items. At least it takes some space to thank them.

Sailors in San Francisco went on a strike and refused to go back on their boat because the diet consisted chiefly of beans. If some of those starving Belgians could only have the same diet!

Fire totally destroyed the stock of the Michigan Paper Co., 131 Brush street, last week. This is the third time in a year that the building has been visited by fire and each time with disastrous results.

The Woodward Hardware Co., 2041 Woodward avenue, is making arrangements to move into its beautiful new store at 2094 Woodward avenue.

The other day we accused our better half of talking like an idiot and she said she had to do it to make us understand. What do you think of that?

W. K. Nelson, general merchant of Weston, was in the city on a business trip last week.

Wyandotte business men are awakening to the fact that co-operation is the right way to boost the city. Friday night the East End Business Men's Association held a booster meeting with the idea of interesting every business man in the city.

Co-operation is an obsolete word, so far as the Grand Rapids clothiers are concerned.

Anyone who has had his full share of worry and trouble on this mundane sphere and is not only ready but anxious to "cash in," we might advise him as to the easiest way to depart. Look up Louie Grombacher, of Grombacher & Major, Grand Rapids, and just tell him that Germany is in the wrong and deserves a licking. We might suggest, however, that flowers and carriages be arranged for before telling it to Louie.

Two good results of the recent election: Two more years of "impotent idling" for Woodbridge Ferris; retirement for Congressman McDonald, alleged friend of the miners in the Upper Peninsula.

Mrs. Blood, wife of Mr. Blood, of Blood & Hart, Marine City, was in Detroit last week and while in the city looked after some business for the store.

J. R. T. says he would like to see a

law passed compelling hotel keepers to have the bed quilts washed at regular intervals—at least every 365 days.

The Saturday early closing movement will not down in Detroit. Last Friday night several thousand clerks marched through the downtown district and thence to the Armory, where a huge mass meeting was held under the auspices of the Metropolitan Club. Several of the city's most prominent citizens addressed the meeting, which was held to create a sentiment for a permanent closing of the stores at 6 o'clock on Saturday. While practically all of the leading stores downtown closed at 6 on Saturday, the clerks desire to make the movement a permanent one. An effort will be made to enlist the smaller stores in the outlying districts to join with the downtown stores in abolishing the relic of yesteryear store keeping.

William Street, for a number of years with the Mt. Clemens Sugar Co., has been appointed manager of the plant to succeed George Elsey, resigned. Mr. Street's many friends will be pleased to hear of his elevation which came as a deserved recognition of several years of faithful service.

Those Belgian cities couldn't get fined oftener if they broke the speed ordinances in Detroit.

Walter Ryder, who receives his salary from Detroit and pays his rent in Grand Rapids, was in the city last Saturday, returning Saturday night to Grand Rapids intact.

William Godfrey, well known throughout Western Michigan, where he represented A. L. Joyce, of Grand Rapids, for a number of years, is one of the latest to give up the grip and renounce the expense account in favor of the cash register. Bill, as he is more familiarly known, together with R. A. Cozier, manager of one of the West drug stores in Grand Rapids, has purchased the Opera Pharmacy at Holland, taking possession last Wednesday. The best wishes of the traveling men, as well as of other friends, are extended to the firm, with the hope that the new venture may prove a successful one.

Mr. Bartley, of Bartley Bros., Bad Axe, was in Detroit on business last week.

A day of battle is a day of harvest for the devil—Wm. Hooke.

A new building has been erected by the J. & L. Novelty Co., at 1186 Chene street. The store is one of the most modern of its kind in that section of the city. The first floor has a terrazzo floor and large built in show cases. The basement will be used for kitchenware exclusively while the second floor will be devoted entirely to 5 and 10 cent articles.

F. C. Larsen, of Manistee, was in Detroit last week on a business trip.

J. M. says most fellows would resent it in strong terms if any one abused them, but some will pay money for allowing John Barleycorn to do the same thing to them—with variations.

Turkey says she was tricked into the war. It will be more of a trick to get out, however. Turkey has committed suicide.

Wallace E. Brown, well known in the city, has opened the new Edison shop, at 31 Grand River avenue. The firm is the exclusive agent for the Edison diamond disc phonographs.

William G. Kerns, proprietor of the Wentworth Hotel, Lansing, who was arrested some time ago for violating the Henry act relative to furnishing individual textile towels, chose to attack the validity of the law, with the result that the court ruled against him. He will now have to stand trial. In view of the fact that Mr. Kerns runs an otherwise first-class hotel it seems strange that he should contest a law that was fostered by his patrons—the traveling men.

Harley Eberstein, manager of the Traverse City office and sample room

for Burnham, Stoepel & Co., was in Detroit over Sunday.

G. Young (A. Krolik & Co.) says that a jury is twelve men chosen to decide who has the better lawyer.

The sad news of the death of Harry Weiss, was published in the Detroit papers on Sunday. Harry was the son of Herman Weiss, for years a commercial traveler, a charter member of Detroit Council and at present in the insurance business with offices in the Buhl block. The son was 38 years of age. The sympathy of the Tradesman is extended to the bereaved family.

B. Kollenburg, general merchant at St. Charles, was in Detroit on business last week.

Sandie Hendrie, Windy Williams and Harry Marks, with headquarters at 50 Woodward avenue, went to the Flats last Saturday. Returning that evening on the boat, Harry casually remarked on observing a load of hay stored away in a corner that he was pleased to see that Windy's lunch was on board. At this writing Harry is still able to navigate.

We used to devote Sunday to writing Detonations, but now we devote it to—

Emptying the week's ashes.

James M. Goldstein.

## Boomlets From Bay City.

Bay City, Nov. 9.—The East side merchants and business men will meet this week to perfect an organization for co-operation among the members in securing more business for our city. The name selected is the East Side Business Men's Club.

Three store buildings in Standish were badly damaged by fire last evening. The fire spread rapidly and would have been more disastrous but for the prompt action of the fire department. Damages to the stores and contents amount to about \$2,000.

Shoes are not recognized as a bone of contention in households, but a man in Beaver township, this county, killed his wife yesterday, following a quarrel over a pair of shoes.

Jess Simmons, with Burnham, Stoepel & Co., is recovering from injuries received recently in a collision on the P. M., near Reese.

Last Tuesday the citizens of Essexville voted down a proposition to change the name of the town to Aladdin City.

Fire at Omer last week practically destroyed the entire business section of the city. Only one store a one-story brick, just south of the path of the flames, remains intact. The loss is about \$200,000.

The proposition of the Detroit & Mackinac Railway officials for the withdrawal of its trains Nos. 3 and 4 from its schedule between Cheboygan and Alpena will be given a hearing by the Michigan Railway Commission Nov. 25.

The members of Bay Council are making preparations to initiate a large class of candidates next Saturday evening.

R. S. Richards, who was badly injured at Rose City last month, has fully recovered. Pub. Com.

## Canned Butter the Latest.

Mrs. J. J. McGraw, wife of one of the best and most practical farmers of Yazoo county, Miss., having been successful in canning all kinds of fruits and vegetables, two years ago conceived the idea that butter could be canned and kept fresh for any period of time. So she made a trial of canning butter, and as was the case with the vegetables and fruits, is reported to have made a success of it. On all the sandwiches served at a recent luncheon there was spread a good layer of this two-year-old butter, and it was pronounced excellent.



## THE REFINERS' SIDE.

## Frank Letters From Michigan Sugar Manufacturers.

The following letters have been received from the manufacturers of beet sugar in Michigan regarding sales of refined sugar at retail:

Detroit, Nov. 6—The Michigan Sugar Company has twelve thousand farmers growing beets for its six factories. We have this year sold sugar to thirty-six of these farmers. None of the others have made application. We limit the sales to any one beet raiser to the amount of sugar he and his family need for their own use. In view of the facts as set forth herein, it would not seem that the policy as practised by our company in any way interferes with the retail grocer.

F. R. Hathaway,  
Secretary Michigan Sugar Co.

Bay City, Nov. 6—We have never before this year sold the farmers sugar. We are only selling them about what we think they will actually need for their own use—do not allow any of them to buy sugar for their neighbors or others who have not contracted with us for beets.

Eugene Fifield,  
Manager Michigan Sugar Co.

Menominee, Nov. 5—We are pleased to advise you that you have been wrongly informed as to the policy of this company in the matter of selling sugar to our beet growers.

During the twelve years which we have operated we have continuously maintained the position of refusing to sell sugar direct to the consumer and have included our beet growers in the policy. This company has not sold sugar direct to its beet growers to the extent of twelve barrels in twelve years and I trust if any person reports to the contrary that you will be kind enough to advise them of our policy.

G. W. McCormick,  
Manager Menominee River Sugar Co.

Saginaw, Nov. 5—We beg to inform you that we are supplying our actual beet growers that are actually delivering beets to us with sugar at wholesale prices for their own family use only. We do not supply anyone any more than what, in our judgment, an ordinarily family would use.

Up to this writing the most any one grower has received from this factory has been one barrel. You can readily see the average family would use this amount of sugar or more.

We are guarding against just such actions as you have been informed we are doing. Furthermore, for your information, would say there is very little sugar sold to growers and up to this time, we have sent out fifty-two

bags and five barrels. You see there are very few barrels and the most any one has taken is two bags. Most of them were in single bag lots. This is over a territory of fifty miles radius, so I don't think the dealers need have any alarm over the amount of sugar we are selling.

We have never before until this year sold sugar at retail and simply started it from the fact that sugar was selling so high and we were paying the farmer less for beets this year.

F. D. Ewen,  
Manager Michigan Sugar Co.

Lansing, Nov. 6—We beg to advise that we take pains to ascertain the size of the family of parties buying sugar from us on the strength of their contract to grow beets for us, and the same policy will be followed in the future.

If we find that this sugar is resold to other parties it is our practice to discontinue the sale of sugar to them.

We endeavor to let the parties growing beets, have the sugar they need for their family at the prevailing wholesale price, as we feel that it is no more than fair. At the same time, we do not wish to disturb our pleasant relations with the brokers, wholesalers and retailers.

Geo. L. Walt,  
Local Manager Owosso Sugar Co.

Alma, Nov. 5—We are very glad for a chance to explain our situation in selling sugar wholesale to our patrons for their own consumption.

On account of the very high price for which sugar was retailing when our campaign began, our General Manager thought it advisable to comply with the repeated request which we have had from our patrons every year to let them have sugar as above stated.

The main reason for doing this was to increase the interest among our patrons and their neighbors to raise larger acreage of beets and we are instructed and expect to handle the matter in such a way that it will accomplish this end, which will be a benefit and mean a little increased prosperity to every citizen in the State of Michigan, regardless of his occupation, color or conditions under which he is trying to make a living, because the greater production of any article of commercial value within the borders of our State the greater amount of money it saves at home in circulation, and if sold outside of the State brings in money which adds to our wealth.

We sell to each one of our patrons only once during the year the amount of sugar he requires for his family consumption for the year and we expect to adhere very closely to these rules. Otherwise the incentive which we desire to create for the raising of more beets would be entirely destroyed.

I understand that a certain jobber

who bought largely of us last year refuses this year to buy a single car of sugar on account of our selling to our patrons. I certainly think he is very narrow in his ideas of business and I should have to call him very selfish also. I trust I have made our position clear to you.

Jotham Allen,  
Manager Michigan Sugar Co.

Bay City, Nov. 5—This company is selling sugar to farmers who are raising beets for us this year and these are the only persons to whom we are selling except through the regular channels of broker and jobber.

We would also say that we are not selling to any one person more than the equivalent of one barrel or three bags. You can understand that it would be impossible for us to go into the families of all of our farmers and ascertain how large they are in order to estimate their requirements. Except in very few instances, our farmers are taking one bag only.

It is possible that in isolated cases some of these people are taking advantage of us and reselling the sugar which we are selling them, but we believe that these instances are very rare.

E. Wilson Cressey,  
Secretary German American Sugar Co.

Owosso, Nov. 4—For a number of years we have sold sugar to farmers growing beets for this company at the wholesale price.

Your information that there has been no rigid limitation made on purchases and that sales are made to growers largely in excess of their own requirements, which enable them to supply their friends, relatives and neighbors with sugar at wholesale prices, is entirely incorrect. We have always limited the amount of sugar sold to any grower to one barrel or four bags and this limit is still in force.

We figure that the ordinary family will use this quantity of sugar in a year and, of course, have to treat all growers alike. This policy is not followed with the idea of cutting into the retail trade, but was found necessary, as in many cases it enabled us to get the farmer to grow beets when otherwise he would not.

Our total sales in this manner do not amount to enough to affect the retail trade to any appreciable amount.

B. E. Smith,  
Assistant Secretary Owosso Sugar Co.

Mt. Clemens, Nov. 5—We are in receipt of your favor of Nov. 3, regarding sales of sugar to our beet growers. We will state that during the past summer a few of our beet growers requested that we let them have a barrel of sugar, which request we complied with. We charged them a little more than the wholesale price,

but the amount sold in this way has been very limited and we are not doing it now, nor do we expect to make a practice of it.

Wm. M. Streit,  
General Manager Mt. Clemens Sugar Co.

Sebewaing, Nov. 5—We are in receipt of your letter of Nov. 3, relative to the direct sale of granulated sugar to our growers which has been referred to our general office, Saginaw, for reply.

No doubt you will hear from them in the course of a few days.

Michigan Sugar Co.

Saginaw, Nov. 6—Your letter of Nov. 3 has been referred to F. R. Hathaway, Secretary of this company, Detroit, who has charge of all sugar sales. I am satisfied after Mr. Hathaway has informed you of the existing conditions it will not appear serious to you.

W. H. Wallace,  
General Manager Michigan Sugar Co.

St. Louis, Nov. 5—Your letter of Nov. 3 regarding sales of granulated sugar to our farmers has been sent to Mr. McLean, the General Manager, at Holland, who will write you fully.

So far as this factory is concerned, we sell sugar to farmers having this year's credits on the books in small quantities, only upon their assurance that it is for their own family use. The limit is 600 pounds, and but one delivery is made to any contractor.

As information, this company was forced into the arrangement by the other companies. We were the last one to agree to turn sugar over to farmers, and then only as a protection to exclusive St. Louis growers.

The Owosso Sugar Co. has sold sugar to farmers for several years, which caused us considerable trouble in getting contracts. At no time has this company sold sugar to beet growers until the competitors getting beets in this territory forced us to put in the arrangement to protect our acreage. All kinds of trouble is caused by these small deliveries, which in the aggregate amount to comparatively little.

B. C. Hubbard,  
Manager Holland-St. Louis Sugar Co.

The Eye Wonder Co., manufacturer and dealer in eye remedies and druggists' specialties, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed, \$300 paid in in cash and \$700 in property.

The Economy Wall Paper Co., not inc., 47 South Division avenue, is succeeded by the Economy Wall Paper Co., a Michigan corporation with headquarters at Detroit.

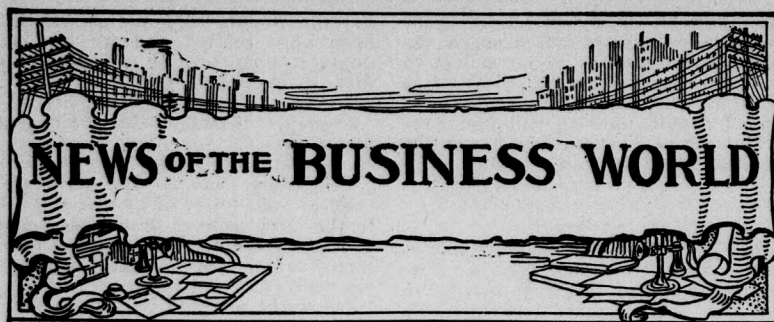
# Do you know---Nedrow?

## WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS





### Movements of Merchants.

Paris—Fred Hopkins succeeds J. L. Davenport in the livery business.

Stanton—Strouse & Percival succeed Ward & Bellows in the garage business.

East Lansing—C. G. MacKichan has engaged in the boot and shoe business.

Detroit—The McAllister-Smith Co. has changed its name to Peninsular Cigar Co.

Saginaw—The Parker Dairy Co. has increased its capital stock from \$10,000 to \$20,000.

Calumet—S. C. Carpenter succeeds J. Wharham as manager of the Woolworth 5 and 10 cent store.

Jackson—H. J. Pope & Co. have engaged in the coal and wood business at 1518 Francis street.

Detroit—The McDonald Coal & Brick Co. has increased its capital stock from \$7,500 to \$100,000.

Jackson—John Webb succeeds Roy Larkins in the cigar and tobacco business in the Dwight building.

Paris—D. W. Lydell succeeds the late J. G. Reed in the meat, general merchandise and hotel business.

Kalamazoo—The Southern Michigan Brick Co. has increased its capital stock from \$40,000 to \$50,000.

Whitehall—D. Van Volkenburg, of Holland, succeeds O. N. Dybvig in the tinning and plumbing business.

Laingsburg—Floyd Stevens has sold his grocery stock to Walter Wright, who has taken possession.

Battle Creek—D. C. Snuggs, of Jackson, has opened a butter, egg and cheese store at 5 West Main street.

Jackson—I. N. Greenburg succeeds H. H. Mittenthal in the wholesale fruit business at 120 Liberty street.

South Haven—G. W. Cain will open a boot and shoe store at the corner of Center and Eagle streets Nov. 16.

Carson City—Fire damaged the McDonald restaurant and bakery Nov. 7, causing a loss of over \$1,000.

Cadillac—H. W. Labbe has sold his cigar and tobacco stock to J. D. Greenman, who has taken possession.

Negaunee—Richard Feefeld, of Iron Mountain, has opened a bakery in the Walker building, on Jackson street.

East Lansing—Arthur Hurd has opened a men's furnishing goods store under the style of the Fashion Shop.

Lowell—J. W. Brunthaver has purchased the R. E. Folk & Co. stock of bazaar goods and will continue the business.

Sparta—Gardner & Gardner have purchased the Sparta Home bakery

and will continue the business at the same location.

Nashville—Mrs. Emma Fitch has sold her stock of bazaar goods to D. Kunz, who will continue the business at the same location.

Whitehall—Grieve & Montgomery have sold their meat stock to the former owner, J. Baasch, who will continue the business.

Laurium—While Nels Nelson, grocer, was waiting on a customer recently, a thief rifled his cash register and secured \$50.

Howell—Chelsea Culver, cigar and confectionery dealer, was united in marriage Oct. 30 to Miss Edith Nichols, at her home in Lansing.

Owosso—Easterbrook's grocery has engaged in business for the sale of staple and fancy groceries and sliced meats at 1005 West Main street.

Ovid—Meehan Bros. have dissolved partnership. Fred will continue the poultry, egg and cream business and Frank will conduct the ice business.

Lansing—Thieves entered the Robinson Drug Co. store, 107 North Washington avenue, Nov. 6 and over \$100 in goods and money was taken.

Big Rapids—Binney & Jennings, grocers, have dissolved partnership and the business will be continued by William E. Binney, who has taken over the interest of his partner.

Mears—M. R. Ewald, of Pentwater, and L. A. Cooper, of Hart, have formed a copartnership and engaged in the grocery and dry goods business here.

Belding—A. B. Hull has sold his stock of jewelry to Lloyd Willoughby, recently of Grand Ledge, who will continue the business at the same location.

Corunna—George U. Wright has purchased the clothing stock of the late Wallace D. Burke and will continue the business under his own name.

Alpena—Albert Male, who has conducted the North Branch house for a number of years, has sold it to his son, Thomas, who will continue the business.

Wayne—The Wayne Canning Co. has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and \$3,000 paid in in cash.

Detroit—The DeWeese Auto Safety Signal Co. has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Lansing—Arthur D. Phelps, who conducted the cigar stand at Hotel Wentworth, died at his home, 534

South Walnut street, Nov. 4, as the result of typhoid fever.

Stanton—M. W. Stevenson, who has conducted a general store here for the past twenty-two years, is closing out his stock at special sale and will retire from business.

Detroit—The National Electric Starter Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Ishpeming—James B. Quayle and Martin Claven have formed a copartnership and will open a confectionery store and ice cream parlor in the Anderson block, about Nov. 18.

Grand Ledge—M. A. Davis, who has conducted a confectionery store here for the past nineteen years, died at his home, Nov. 5, as the result of a complication of diseases.

Detroit—The New Egyptian Portland Cement Co. has been incorporated with an authorized capital stock of \$500,000, all of which has been subscribed and paid in in property.

Tekonsha—Fred G. Abel, who has conducted a grocery store and meat market here for the past twenty-seven years, has sold his stock to Mel Upston, who has taken possession.

Detroit—G. W. Needels & Co. has been incorporated with an authorized stock of \$5,000, all of which has been subscribed and paid in in property. This concern will conduct a clothing store.

Freeport—The Freeport Farmers Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,380 has been subscribed and \$1,100 paid in in cash.

Saginaw—Alvin C. Kurtz and George Robinson 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.

Detroit—The Campbell Bros. Co., dealers in butter, eggs, provisions, etc., has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Wellsburg—The Richardson & Avery Co. has been incorporated with an authorized capital stock of \$300,000, all of which has been subscribed and \$30,000 paid in in cash. This concern will deal in lumber.

Benton Harbor—The Duerr Shaefer Pharmacal Co. has been incorporated with an authorized capital stock of \$7,000, of which amount \$3,560 has been subscribed, \$135.50 paid in in cash and \$3,424.50 in property.

Ithaca—L. C. Mills and Don Hayes have formed a copartnership and purchased the M. L. Perrigo stock of agricultural implements and hardware and will continue the business under the style of Mills & Hayes.

Cadillac—Henry Douwstra and Chris Kryger have formed a copartnership and purchased the Klasen clothing stock and will continue the business at the same location under the style of Douwstra & Kryger.

Battle Creek—D. A. Carney has sold his interest in the Strickland, Raynor & Carney clothing and men's

furnishing goods stock, to his partners, who will continue the business under the style of Strickland & Raynor.

Sturgis—John McDonald has been arrested on a charge of selling liquor without a Government license. He waived examination and was held to the United States District Court and placed under \$200 bond, which he furnished.

Detroit—The W. G. Sharpe Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash. This concern will engage in the grocery business.

Saginaw—Eli Dean has purchased the Jay Smith & Son drug stock, and will re-open it about Dec. 1. The store has been closed since the death of Dr. Fletcher S. Smith, who was one of the victims of the street car accident April 19.

Owosso—H. A. L. Ferguson, druggist, who was arrested recently for violation of the local option law, has been surrendered to the authorities by his bondsmen. L. C. Hall, who financed the establishment of the drug store, has taken over the stock and closed the doors.

Holland—Fred Beeuwkes, for the past twenty years assistant manager of the Lokker-Rutger Clothing Co., has sold his interest in its stock to Jacob Lokker and has accepted a position with the James A. Brouwer Furniture Co. to fill the vacancy caused by the resignation of E. P. Stephen, now manager of the Holland Furniture Co.

Saginaw—At a meeting of the stockholders of the Saginaw Hardware Co., the following officers were elected: President, E. F. Achard; Vice-President, Peter Herrig; Secretary, Treasurer and general manager, F. C. Achard; Assistant Secretary, C. F. Schoeneberg. F. C. Achard has taken over the stock held by the former general manager, William Seyffardt, who has accepted a position with the American Cash Register Co.

### Manufacturing Matters.

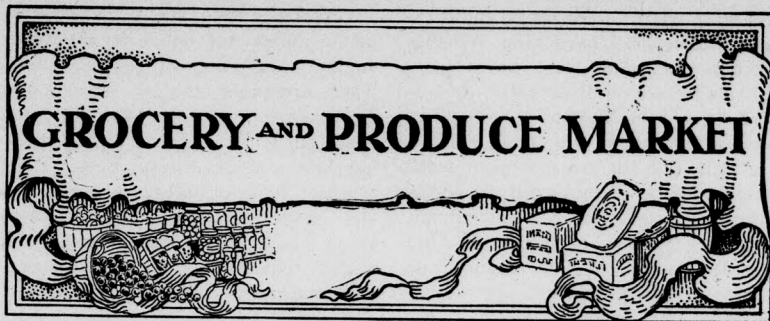
Albion—The Cement Casket Manufacturing Co. has increased its capital stock from \$40,000 to \$50,000.

Jackson—The Perfection Coil Spring Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$19,850 has been subscribed and \$5,000 paid in in cash. This concern will engage in the manufacture and sale of springs.

St. Joseph—The Crystal Springs Manufacturing Co., manufacturer and dealer in lumber, veneers, fruit packages, egg cases, etc., has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in in cash.

Zeeland—M. Hirdes, who has conducted the Zeeland rusk bakery for a number of years, has sold it to E. J. Pruim, who will continue the business under the style of the Zeeland Baking Co. The manufacturing end of the business will be in charge of T. Van Houten, assisted by A. Vroom.





### Review of the Grand Rapids Produce Market.

**Apples**—The market is showing fair activity on both carload and small lots. Shipments are now coming in freely and about all the varieties which will be available for the year are in stock. The price ranges from \$2.25@4 per bbl.

**Bananas**—The price has declined to \$2.75 per hundred pounds. The price per bunch is \$1.25@2.

**Beets**—60c per bu.

**Butter**—The market is on an extremely firm basis with a steady upward tendency for fancy grades. Supplies of fresh goods are moderate while the demand is holding for fair proportions. There is a good demand for low grades. Fancy creamery is quoted at 34c in tubs and 35@36c 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; Emperor, \$2 per crate.

**Celery**—18c per bunch.

**Cocoanuts**—\$4.25 per sack containing 100.

**Cranberries**—\$5.50 per bbl. for Early Blacks and \$6.25 per bbl. for Late Howes. The weather has been too mild to encourage very heavy movement. Values are firm and some dealers look for increased prices on the better keeping varieties.

**Cucumbers**—\$1 per doz. for hot house.

**Eggs**—Steady advances are shown on fresh goods. Receipts are fairly good and the demand has been active considering the amount of the offerings. The tendency is toward still higher prices which are influenced by the turn to cold weather which seems probable at this time of year. Local dealers pay 27c for case count and 28c for candled.

**Grape Fruit**—\$2.50 for Florida, all sizes.

**Grapes**—Malagas, \$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@4.25 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 \$4.

**Pears**—Keifers, 65@75c per bu.

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

**Potatoes**—The market continues in a very unsettled condition, supplies being liberal, while the outlet is not active enough to clean up offerings at current prices. Buyers have been slow to close up deals on account of the mild weather, but it is anticipated that some activity will be shown when cooler weather prevails. 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**—No price changes have been shown for the week except a slight advance in ducks. Chickens, both old and young, have been in very liberal supply and it has taken some effort on the part of the trade to dispose of goods without reducing prices. Local dealers pay 10c for springs and 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.

**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.

**Turnips**—50c per bu.

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

### The Grocery Market.

**Sugar**—The primary market on refined is the same as a week ago—5c for cane granulated and 4¾c for Michigan beet. While there has been no change in price, the feeling is much more buoyant, due to the advance in raws. The chief stimulus came from the activity of the French in buying 20,000 tons of granulated in New Orleans and also a considerable quantity of raws. The technical position of sugar would seem to indicate that present prices for raw sugar are on a low basis. Now that Turkey has entered into the European conflict, there is a grave possibility that the Suez Canal route from the Far East may be extremely hazardous, and if such proves to be the case, this will interfere seriously with the prompt movement of sugar from Java to the United Kingdom, and may result in the resale of some of the Java sugars purchased by Great Britain to India. There is nothing to indicate an early termination of the European warfare and the advices being received from

Germany and Austria-Hungary plainly intimate that with the continuance of the war next spring, the attention of the agricultural interests in both of these countries will be given almost exclusively to the planting of cereals and that only a small acreage will be given to sugar beets, sufficient to produce a supply of sugar to meet home requirements. The United Kingdom has purchased a sufficient quantity of raw sugar supplies to meet requirements possibly until next April. In the meantime when she re-enters the market for additional supplies, Cuba will be the only sugar producing country in a position to sell her sugar in any volume. France and Belgium have unquestionably lost the greater percentage of their sugar crops and its remains only a question of time before they will have used up such reserve supplies as they may have had on hand and then will be forced into the market as buyers of either Cuba raw sugars or refined sugars for shipment from the United States. In fact, as we have already pointed out, numerous enquiries are now being received in this market from France and it now seems likely that buying by France of Cuban raw sugar or American refined sugars will develop in volume within the very near future. In the opinion of the Tradesman refined sugar has touched bottom for the present and the merchant who is forehanded enough to anticipate his requirements for the next three or six months will make no mistake in laying in supplies on the basis of the present price.

**Tea**—There is no particular change in the market. All teas remain at the advanced prices. Teas from India and Ceylon are now being shipped via the Panama Canal to New York as the Suez canal is now closed to commerce. Congous and Japans seem to be more in demand than other growths.

**Coffee**—Rio and Santos grades are feeling the effect both of the bad financial condition in Brazil and the lack of demand in this country. There are a few exceptions—good roasting grades of Santos which are scarce on spot. Mild coffees are also quiet and easy in sympathy with Brazils. Maracaibos is about the only exception—scarcity on spot has strengthened the situation somewhat. Java and Mocha are unchanged and quiet.

**Canned Fruits**—Apples are still very dull and weak at \$1.85@2 for gallons. Some packers say they cannot get out whole at these prices and have withdrawn from the market. California canned goods show no change and quiet in demand. Small Eastern staple canned goods are unchanged and dull.

**Canned Vegetables**—Tomato packers seem to have sold enough to cover their needs at low prices of the past several weeks, and those who were not inclined to sacrifice their stock for ready money appear to have been able to make such financial arrangements that will make it possible to carry the goods until a better market offers. Meanwhile buyers at this end are placing few orders. Stocks of cheap peas have been pretty well ab-

sorbed by the quiet but steady demand of consumption during the past few weeks, and the market on such goods closed firmer, although not quotable higher at the end of last week. Fancy stock is not plentiful, and the trend of prices on such goods is upward. String beans of the finer grades are scarce and firm, but the offerings of Nos. 3s and 4s are fair. On the finer stock the market is strong and on the other steady. For spot corn there is not much demand, as buyers are not being supplied through deliveries on contract. The market is steady on standard, and firm on fancy, the supply of both being limited, especially in the last named variety.

**Canned Fish**—Trade in all lines is regulated by present small needs of consumption, but, as buyers are not trying to force business, a steady to firm feeling prevails in all lines.

**Dried Fruits**—There is a good deal of uncertainty as to future supplies of figs now that Turkey has joined the belligerents. On Saturday it was reported that all merchant vessels in the Smyrna harbor had been seized by the Turkish government. However, as figs and raisins furnish a large part of the export trade of Turkey and that country will need all of its resources to carry on the war it is thought to be probable that the government will not hold up shipments of these goods. Prunes appear to be steadily weakening, both new and old fruit. The demand is very light and it looks like still lower prices before anything like activity will ensue. Peaches are still remarkably cheap, but dull; apricots unchanged and quiet. Raisins are selling to some extent, but there is still a large supply of 1913 raisins about, and they are interfering with the sale of 1914. Currants have dropped 1c and the price in a large way in cartons is now 7½c. The situation in Greece, however, is critical, and the outlook is strong.

**Molasses**—The molasses market is quiet and unchanged. There is no pressure as yet of new crop in the South and prices are fairly steady. There will be receipts here next week when a better line can be obtained on the situation, the first samples being rather disappointing. Blackstrap is quiet at quotations.

**Rice**—The market is strong, although business is naturally quieter. The brokers express themselves as very well satisfied with the business of late, which, according to some reports, is the heaviest since the August flurry.

**Spices**—Prices are firm, especially for peppers. The cables are firm and attract more attention. At the same time it is felt that the destruction of the German cruisers will facilitate shipments of spices.

**Cheese**—The market is fairly firm on an unchanged basis. The consumptive demand is normal for the season, and the supply is about normal. Stocks of cheese in storage are about unchanged.

Man is the architect of his own misfortune.



## THE CROWN CITY.

### Glimpses of California's Most Beautiful Community.

Written for the Tradesman.

#### Part II.

Pasadena is essentially a tourist city, a place which nature and art—the latter in the shape of money lavishly although judiciously expended—have combined to make a charming winter residence for persons of wealth. The town has few manufacturing interests. It is not well situated, geographically, for a factory town, nor have any great inducements been held out to manufactures to locate there. Business, aside from supplying the all-year residents with whatever goods they may want, centers upon the tourist trade.

There are hotels where the tourist may stop—and such hotels! Four of them are large in size and magnificently equipped. One of these burned recently, but is to be rebuilt. There are smaller hostleries, some of them equally excellent and equally elegant. There are eight or ten banks where the tourist may keep his money—Pasadena is remarkably well provided with banks. The shops of Pasadena are noted for the richness and elegance of their wares. Gems and curios for the tourist to take home with him, flowers to charm his fancy, pictures and rare furniture to delight his aesthetic sensibilities, great stocks of Japanese and Chinese goods—in short, there is held temptingly before the eyes of the tourist whatever he may want to play with or wear or eat; while over the mooted question of what the tourist may drink has arisen perhaps the most serious dissension that ever has disturbed the city's customary tranquillity.

A little in regard to the handling of the liquor problem where conditions are altogether unusual, may be of interest.

Pasadena operates under what is known as a Freeholders' Charter, which allows the city almost unlimited control of all local affairs. Sentiment is practically unanimous in antagonism to the saloon. No Pasadenan wants to see the city's fair fame darkened by anything bearing even a semblance to a public bar. But the tourist—and the great hotel interests depending upon tourist patronage, demand consideration. Many of the tourists—some of them with big rolls of money—"are accustomed to have it," and a hotel that caters to this class must serve cocktails and highballs, wines and champagne, or lose customers. Los Angeles only ten miles away and quickly reached by automobile or trolley is "wet." Quite a number of other resort towns easily accessible from the big city, are by no means dry, and all are biding for the millionaires.

As matters stood in May, 1912, hotels and restaurants were allowed to serve wine and beer with meals. At that time two proposed charter amendments were placed before the people. One of these would give to the larger hotels some extension of the table privileges then enjoyed; the other would make the town bone "dry."

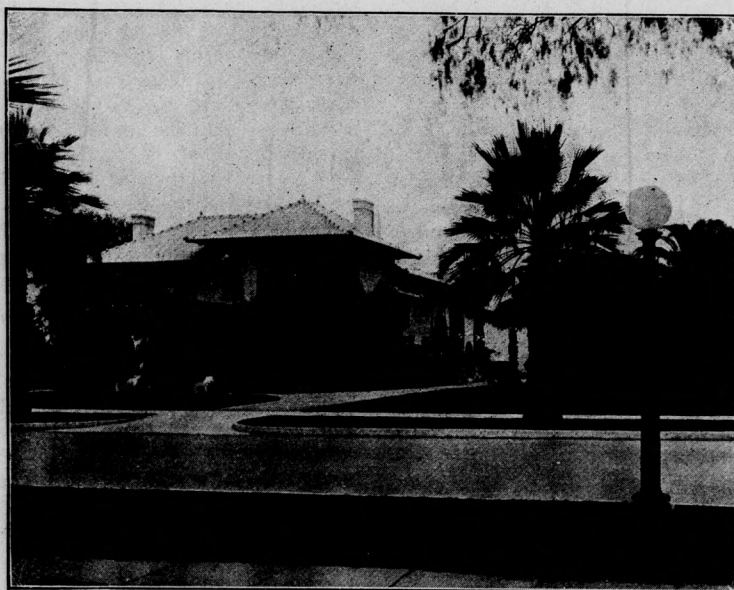
The issue was bitterly contested and attracted widespread attention. The report went out to the world that Adolphus Busch threatened no longer to maintain the Busch Gardens if the city voted to prohibit the hotels from serving liquor. It was also said that the women of Pasadena voted "wet" to keep the Busch Gardens. In actual fact, Mr. Busch made no threats. The issue was not the keeping of the Gardens but retaining the business of the hotels. The result of the election was "wet" by a small majority. As the secret ballot is used in California as elsewhere, no one knows how many of the 5,234 who voted for the "wet" amendment and the 4,809 who voted for the alternate one, were women. But there is no doubt that the women voted "dry" in at least as large proportion as the men, so it can not justly be said that this ballot in the hands of women caused a defeat of temperance. Antis will please take notice.

Stated briefly the liquor regulations in Pasadena are as follows: The

in a state even bordering on intoxication. However, I have been told that "Sometimes, on the late trains from Los Angeles, you know—"

The pride of Pasadena centers in the Busch Gardens and Orange Grove Avenue. The former are open under regulations to the public but of private ownership, and planted and maintained by private beneficence. One notable feature is the placing of groups of figures here and there illustrative of fairy tales and German folk lore stories, as Red Riding-hood, Puss in Boots, etc. It is said that these figures were placed in the Gardens for the amusement of Mr. Busch's grandchildren. The expression "sunk-en," often applied to the Busch Gardens, refers to the fact that their location is along the Arroyo and includes a portion of this gulch at a place where it is rather shallow. In planting the gardens and putting in driveways, the contour of the surface was left as nature made it, hence the sunken portions.

Some winter visitors go into ecsta-



Typical Residence in Pasadena.

Council may grant to any hotel of 100 sleeping rooms a permit to serve with regular meals, in its dining rooms, wine, beer or spirituous liquors to its actual guests (minors excepted); and to any smaller hotel, restaurant or boarding house a permit to serve wine or beer with a regular meal costing twenty cents, (breakfast excepted). The permits are granted without payment of license fee and revoked on abuse of the privileges conferred. All saloons, bars and public tippling places are strictly prohibited. Liquors are sold and delivered to private residences, mainly by Los Angeles grocers and wine merchants, but only in "receptacles effectively concealed from view, in vehicles without any advertisement thereof or any mark or designation of any manufacturer thereof."

In candor it must be said that this unique system of liquor regulation, although apparently somewhat unjust and savoring of opportunism, seems to work out fairly well in practice. In a residence of several months in Pasadena I can not recall seeing a person

sies over the Busch Gardens, while others are more restrained in their admiration. It would seem a fair estimate to say that compared with the best public parks in the large cities of the East and Middle West, taking those parks in the season of their beauty, the Busch Gardens certainly do not surpass them, perhaps can hardly be said to equal them. But to find grounds of the rank of the Busch Gardens in a city no larger than Pasadena, maintained by private benevolence, and often in full blossom in midwinter—is indeed remarkable. Considered in this light they perhaps deserve the somewhat extravagant praise that is heaped upon them.

Orange Grove avenue, the famous boulevard bordered by mansions set in spacious and perfectly kept grounds, is peerless of its kind. Architects and landscape gardeners, their efforts amply supplemented by wealth of money and the wealth of the Southern California climate, have conspired to make of Orange Grove avenue a street unequalled in this and perhaps any other country.

Personally speaking, Orange Grove avenue does not equal to me as do some other portions of Pasadena. There are other residence streets that I like better, less splendid but more beautiful, with charming vistas showing between the trees. Better do I like the Arroyo, "where the hand of God is seen," and some of the places along it in which landscape art is most happily combined with nature's rugged outlines. Especially do I love the city's long lines of modest homes with exquisitely kept lawns, the residences, not of millionaires, but of quiet, unostentatious citizens in comfortable circumstances. But these are merely individual preferences—popular favor votes Orange Grove avenue supreme.

No briefest description of Pasadena can omit mention of its acres and acres of velvet lawns, of its great number of ornamental trees and shrubs, and its ever-blossoming flower beds. Nursery men here certainly must have flourished exceedingly, and it is doubtful whether anywhere else there can be found within the same area an equal amount of ornamental planting.

Pasadena has its great fete day, its world-famous celebration, the Tournament of Roses held at New Year's. The Tournament of January 1, 1914 was the twenty-fifth. This festival originated with a Horse Show organization. The idea was that of thanksgiving for the extraordinary blessings of this region, and also to make a showing of what this country can do in midwinter, when the East is frozen.

The first celebration cost only a few dollars. The cost of the nineteenth was estimated at \$50,000 and probably the cost of each succeeding Tournament has increased somewhat. Roman chariot races are a part of the celebration, the prizes for these alone being eight to ten thousand dollars. A street parade five miles long, conspicuous in which are immense floral floats of beautiful and original design, (30,000 roses have been used in the construction of one float), 150,000 to 200,000 visitors, \$18,000 to \$20,000 gate receipts—these figures will give some idea of the magnitude of this splendid pageant.

Pasadena has not only its noted gardens, its famous street, and its great fete day, it has also its wonderful chime. Some lover of the music of bells made a gift to one of its churches of a chime remarkable alike for its large repertoire and the sweetness and depth of its melody. Travelers who have journeyed far and wide and enjoyed the music of many lands, pay hearty tribute to the surpassing charm of Pasadena's bells.

Ella M. Rogers.

W. Windegarden, who recently suffered a fire loss in his grocery on Plainfield avenue, has disposed of the stock and will go out of business. The store has not been opened since the fire and the building is to be torn down and replaced by a new structure.

Carrie Koory has engaged in the confectionery business at 152 Michigan street.



### Honks From Auto City Council.

Lansing, Nov. 9.—D. J. Dailey has recovered from his injuries received Oct. 7 in an automobile accident near Bay City and is again making regular trips.

James F. Hammell, who was quite seriously ill for ten days, has recovered to the extent that he is again able to look after the most important official duties of his department in the State Labor Commission.

M. E. Sherwood returned to Lansing a few days ago with a fine string of birds, which he secured near Highwood, Gladwin county. We take it for granted that his success was the result of his own marksmanship, as it is contrary to law to buy or sell game birds.

E. A. Gilkey, who for the past fifteen years has conducted an up-to-date grocery at the corner of East Michigan avenue and Cedar street, has purchased the new brick store building one-half block east and has moved his entire stock to the new location. We are pleased to report a continued improvement in the condition of B. N. LaDu, who has been seriously ill for several weeks. His recovery is now a certainty and he states that he will soon be able to resume his duties with the United Engine Co.

Hanks Brothers, the Hickory street cash grocers, have moved their store building, including stock, to the corner of East Michigan avenue and Bismarck street, where they will continue their well established trade. The Tradesman wishes them continued success in their new location.

Mert Vickers, shipping clerk for the National Grocer Co., is now comfortably settled in his new home at 1113 East Kalamazoo street and we are pleased to note that a smile has replaced the haggard and worried expression which he has worn for the past several months, during which time this up-to-date domicile has been under construction. Between the several time limit extensions demanded by contractors, the expiring leases which could not be renewed and his strenuous duties at the office, Mr. Vickers was rapidly fitting himself for a position in the Kalamazoo hospital for the insane. It is confidently expected, however, that his recent return to a normal tranquillity of mind will avert the disaster which seemed so apparent.

W. L. Swan, a prominent member of our Council who lives at 121 East Lenawee street, was the victim of practical jokes a few days ago, in which a Lansing policeman and two good looking young ladies, pretending to be deaf mutes, figured prominently. If you want a good smoke, ask Mr. Swan to tell you about it.

A prominent member of our Council whose surname begins with K sells building materials and will inconvenience himself at any time if by so doing he can do a kindness to others. Recently, while waiting at a station for a belated train, he was approached by a very pleasant appearing lady who asked our genial counselor to hold her baby while she attended to the checking of some baggage. Of course, the request was granted, but before she returned our worthy brother had sufficient reasons to recall instances of abandonment of infants and wondered if this was to be a case of this kind, and how could a real mother abandon such a little cherub as this. After an unusual length of time, the mother returned, accompanied by her brother, who apologized profusely for the probable inconvenience and offered to step across the street and buy something. The offer was declined with thanks, as this particular member of Auto City Council does not drink and besides, after a questioning glance at his trousers, suggested that he wasn't dry just then. Full name on application.

W. L. Dickinson has opened a

garage and general repair shop on Washtenaw street, opposite the Hotel Downey. Dick, as he is familiarly known to the automobile drivers in Lansing and vicinity, is acknowledged to be the Ford expert of Central Michigan and will give special attention to balky cars of this type. He will also carry a full line of Ford specialties.

H. D. Bullen.

### Plea for the German-Americans.

Detroit, Nov. 10.—A veritable avalanche of sympathy, both practical and sentimental, has been poured upon the Belgian sufferers; almost as much has been showered upon the French; the English have received their full share to overflowing; even the Russians have not been forgotten. There is one class of sufferers, however, who, as far as I know, have received nothing but cold looks and scarcely veiled hostility. I mean that company of native-born Germans and those of German parentage who have made this country their home, in some instances for many years, and who, nevertheless, cannot forget the land of their extraction.

These people, to be sure, have not been exposed to physical suffering, but they have suffered mentally in a way that few Americans stop to realize. Their position, since the outbreak of the war, has been indeed a very cruel one; they have been forced to hear their country defamed on every side; they have hardly been able to glance at a newspaper without seeing insulting headlines; they have found themselves, in short, through no fault of their own, outcasts in a hitherto friendly country, suspected characters, merely because they belonged to the great German nation.

It happens that during the past two months I have been in rather close touch with many of the so-called German-Americans—with university professors, men of science, artists, lawyers, musicians, sea captains, teachers, merchants, men of leisure—and their attitude has been uniformly dignified, although absolutely despairing. Some of them have been made physically ill by the atmosphere of bitter hostility; others have gone to work desperately to combat a thousand slanders; others again have retreated within themselves, cut to the heart by the unexpected and unaccountable defection of old friends. This terrible war will have on its conscience, besides the larger crimes, the very real if smaller one of having broken up countless cherished friendships, of having wiped out as it were with a great black sponge all sense of gratitude, all memories of a united past.

As I am of the small company of Americans of English descent who sympathize most heartily with Germany and Austria in their gallant struggle, I can appreciate from actual personal experience the real agony of spirit that our German and Austrian citizens have been called upon to endure, and in my opinion they have exhibited splendid mettle. In spite of all risks as to their future standing in the community, in spite of (in many cases) serious financial difficulties, they have, almost without exception, supported their fatherland manfully, using the only weapons at their command, the pen and the pamphlet, and spending their money with truly reckless liberality. They stand practically alone, just as Germany stands alone, but like Germany they maintain an undaunted front. Who of us would have liked them better had they denied their fatherland; who of us does not admire them for their courage? I for one wish to pay them my tribute of profound admiration. It seems to me that we can ill afford to lose such citizens.

Clare Benedict.

However, poverty may keep a man from making a fool of himself.

It keeps the idle rich busy supplying copy for the sensational journals.

### National Organizer to Come to Michigan.

Grand Rapids, Nov. 10.—In the trade papers under date of Oct. 14 I gave notice that in our State we were to have the help of the National organizer to boost for our State Association. I have just received word from our State President, William McMorris, that he has received word from the National President, Mr. Connolly, that either Mr. Howe or E. H. Ewing, both men of National repute, will be with us about Nov. 15 and that we can have one of them for a month or six weeks. As quite a number of cities and towns have requested the services of the National organizer, they will be taken care of first, and as there are many more who should avail themselves of the opportunity, I trust that they will send in their names at once. It is a well-known fact that through organized effort the conditions of many cities and towns have been greatly improved especially as to credits and loss of bad accounts.

Local associations, through the State Association, can keep in touch with the credit bureaus of other associations in the State, also as a member of the State Association your interests are carefully looked after as to State and National legislation and there are many other reasons why your city or town should organize and assist in the good work, as this is the day that every branch of business men do so. Why not your city? If interested—and I know you are—send word at once to yours for organization. Fred W. Fuller, Sec'y. 202 Union street, Grand Rapids.

### Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Nov. 3.—In the matter of the McMahon Wicks Coal Co., bankrupt, Kalamazoo, an order was entered by the referee allowing certain creditors to reclaim goods sold on consignment.

In the matter of William Dannenberg, bankrupt, Allegan, no creditor having filed objections to the allowance of the bankrupt's exemptions, an order was made confirming the trustee's report of exempted property.

In the matter of the Kalamazoo Oil Co., bankrupt, Kalamazoo, an order was made confirming the trustee's sale of assets at Kalamazoo to the Great Western Oil Co. and E. A. Sadler for the sum of \$501.22.

Nov. 4.—In the matter of D. W. Blanc, bankrupt, Kalamazoo, the first meeting of creditors was held at the latter place and the receiver, Michael M. Kennedy, was elected trustee, his bond being fixed at \$1,000. Howard W. Wicks, Glenn Gardner and John Walsh were appointed appraisers. The bankrupt was sworn and examined by the referee and attorneys present and his examination continued for three weeks. Following the examination of the bankrupt by a unanimous vote of the creditors present and represented, the trustee was directed to sell the entire assets at private sale and without notice to creditors.

Nov. 5.—In the matter of Oral F. Huber, bankrupt, Kalamazoo, the first meeting of creditors was held at the latter place. No claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter, whereupon an order was made allowing the bankrupt his exemptions as claimed, also that no trustee be appointed and adjoining the first meeting without day.

In the matter of H. A. Fisher Co., a corporation of Kalamazoo, the adjourned hearing was held at the latter place on the trustee's petition to compel H. A. Fisher to turn over certain property and further testimony admitted.

Nov. 6.—In the matter of William Dannenberg, bankrupt, Allegan, an order was made by the referee, confirming the trustee's sale of the personal property of the bankrupt estate to William McGregor of Mantion, for \$900.

In the matter of Victor L. Palmer, bankrupt, Kalamazoo, the trustee filed his final report and account, showing total receipts of \$1,418.79 and disbursements of \$34.17, leaving a balance on hand of \$1,384.62. The final meeting of creditors will be called at once by the referee for the purpose of closing the estate.

An involuntary petition was filed against Albrecht Hinrichs, who has been conducting a jewelry store at Kalamazoo, whereupon he was adjudged bankrupt and the matter referred to Referee Banyon, who immediately entered an order directing the bankrupt to prepare and file his schedules.

In the matter of the Michigan Buggy

Company, bankrupt, Kalamazoo, an order was made for a hearing on the trustee's objections to the Northeast Electric Co. claim at Kalamazoo on Nov. 16. The claim is one of the largest merchandise claims and amounts to \$22,000.

In the matter of Horatio W. Patterson and J. Earl Patterson, copartners as H. W. Patterson & Son, and as individuals, bankrupt of Kalamazoo, the inventory and report of appraisers was filed, showing a total appraisement of all assets of \$275.

In the matter of Herman Vetten, bankrupt, Kalamazoo, an order was made by the referee confirming the trustee's report of sale of the remaining assets to P. J. Brundage for \$40.

Nov. 7.—M. Henry Lane, former President of the Michigan Buggy Co., was adjudged bankrupt and the matter referred to Referee Banyon directing the bankrupt to prepare and file his schedules for the purpose of calling the first creditors meeting at Kalamazoo on Nov. 27.

In the matter of Fred D. Lane and Edward Nolan, copartners, as the Benton Harbor Cigar Co., an order was made for the first meeting of creditors to be held at the court house in the city of St. Joseph on Nov. 19, for the purpose of filing and allowing claims, the examination of the bankrupts, the election of a trustee and the transaction of such other business as may properly come before the meeting.

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

Buffalo, Nov. 10.—Creamery butter, fresh 27@35c; dairy, 24@30c; poor to good, all kinds, 18@22c.

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

Eggs—Choice fresh candled, 32@33c, fancy, 35@38c.

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

Beans—Medium, new \$2.60; pea, \$2.40@2.50. Red Kidney \$3.25; White Kidney, \$3.25@3.50.

Potatoes—New, 40c per bu.

Rea & Witzig.

### Legality of Nine Foot Law Upheld.

James Hammell, the genial chief clerk of the Labor Department, has a grievance against the world in general and the newspaper men in particular. Next to the Democratic party, the hotel inspection act passed at the last session of the Legislature, is the best bet with "Jim."

The former Mayor labored for many years to get the hotel act through the Legislature. He succeeded in 1913. No doting grandfather ever thought more of a grandchild than "Jim" does of the act.

In spite of his popularity with the newspaper gentry, they continue to refer to the act as the "nine foot bed sheet act." James says this is wrong in two particulars. The law doesn't call for nine foot sheets but for ninety inch sheets. In the second place, the act is for the regulation of hotels and the bed sheet provision is merely incidental. "The act is one of the best on our statute books and should not be spoken of lightly," is the way Mr. Hammell eulogizes it. He is more than pleased at the decision of Judge Wiest declaring the act constitutional.

The Lansing jurist made the decision in the Kerns case. The latter was arrested for not furnishing individual textile towels. The landlord says he is fighting the case for the Michigan Hotel Men's Association and that it will be appealed to the Supreme Court.—Lansing Press.

A harp and crown await the man who lives up to his wife's expectations.

It's easier for love to find the way than it is for dad to pay the bills.





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E. A. STOWE, Editor.

November 11, 1914.

## EDUCATING THE WRONG WAY

The position of the beet sugar manufacturers of Michigan on the subject of selling granulated sugar at retail to their beet growers is comprehensively set forth on the third page of this week's edition of the Tradesman. It will be noted that practically all the factories in the State are pursuing this practice, although it is insisted that sales are confined to men who actually furnish the beets and, in some cases, it is asserted that sales are so restricted as to preclude any grower purchasing more than enough to meet the requirements of his own household.

It is unfortunate that the refiners found it necessary to adopt this plan of selling sugar and it is to be hoped, for the good of all concerned, that sales of this character be held down to the lowest possible limits. The Tradesman has much confidence in the good intentions of the refiners and believes they will thank the Tradesman—as some of them have already done by letter—for bringing this practice to their attention in such a manner as to show them how prejudicial it is to the best interests of the retail trade to encourage their customers to buy goods at first hands, instead of through the regular channels of trade. When the farmer notes how much he can save by buying sugar direct from the refinery—the saving including the items of freight to jobber, jobber's profit and expense of doing business, freight to retailer and retailer's profit and expense of doing business—it is no wonder that he immediately sets about to secure the same saving in purchasing other lines of goods that he is able to save through the magnanimity of the refiner.

It is not the comparatively small amount of sugar the refiner sells to the consumer that the retailer complains of so much as it is that this practice by the refiner sets the farmer to thinking how he can cut out the retailer all along the line. The tendency is to educate him along wrong lines which ultimately and invariably lead to the disintegration of trade and the demoralization of regular trade channels. The refiners cannot afford to contribute to this result and the Tradesman is therefore going to re-

quest them, in the most respectful manner possible, to pledge the trade, through the medium of the Tradesman, that they will discontinue this practice altogether.

## KEEP GLASGOW ON GUARD.

Business men who have dealings with the Michigan Railway Commission are almost a unit in urging Governor Ferris to retain Cassius L. Glasgow in office. His term expires in January and, according to the law, the new appointee must be a Republican. Mr. Glasgow is now the only Republican on the Commission. Mr. Glasgow has made a special study of rates during the eight years he has served the State as Railway Commissioner and member of the Michigan Railway Commission and is much better fitted, because of that study and experience, than a new man would be to discharge the difficult duties peculiar to the position.

Mr. Glasgow was born and raised a Republican and has always been a willing and energetic worker for the success of his party. He enjoys the confidence of all political workers, being known as a man who works for the party's good without thought of personal reward. He has never been an office seeker in any sense of the term and up to twelve years ago never held any office at the hands of the people aside from President of the village in which he lives, once by appointment and once by election without an opposing candidate. At the Senatorial convention, held in the fall of 1902, he was the unanimous choice of the delegates as their candidate for Senator from the Fifteenth district, comprising the counties of Barry and Eaton. He made such a good record on the floor and in the committee rooms of the Senate that he was unanimously nominated two years later to succeed himself for a second term. On account of his excellent judgment and unusual tact, as well as his ability as a forceful and convincing speaker, he was elected President of the Senate, over which he presided with rare dignity and discretion, receiving the commendation and approval of every member of that body.

Prior to 1907 the office of State Railway Commissioner had always been held by a man who was simply a creature of the railroads, which contributed a fixed sum to the campaign expenses of a candidate for Governor with the distinct understanding that they would be permitted to name the Railway Commissioner. The first time Governor Warner was a candidate, he submitted to this dictation; but in his second campaign he broke away from this long-established custom and kept himself free from the domination of the railroads. For some years prior to this time the business men of the State had gradually come to the conclusion that the public had rights which should be considered as well as the railways. This agitation found expression in a popular campaign in behalf of the appointment of Mr. Glasgow, who was universally conceded to be the best qualified man in Michigan to deal with both sides at

issue fairly and dispassionately. Mr. Glasgow was appointed by Governor Warner Jan. 15, 1907, and soon came to be regarded as an acknowledged authority on transportation matters. When Governor Osborn was elected he paid him the highest possible compliment he could confer by sending for him and saying, "The courts have stated that interim appointments must be confirmed and I want you to know that you are the only interim appointment of my predecessor that I desire shall remain and to that end I am going to appoint you to your position and make sure of it." He has, therefore, during his term been appointed three times and by two Governors, whether necessary or not. He assisted in drafting the bill creating the Railroad Commission some time later. He was chairman of the Commission during the six years following and during the entire time the work of the Commission was getting started and while the Legislature from session to session added to the work of the Commission by giving it jurisdiction over express, water power, electric light, telephone companies and over the issuance of stocks and bonds. The election of our present Governor made the Commission by the appointment of new members, Democratic, when he resigned the chairmanship in favor of Mr. Hemans.

In the opinion of the Tradesman, Governor Ferris will honor himself and reflect credit on his administration by keeping Mr. Glasgow on guard.

President Wilson in accordance with established custom has fixed on the last Thursday in November, and by proclamation made it Thanksgiving day, to be observed throughout the Nation. If there is any country on the globe which has reason to give thanks on the last Thursday of November, and every other day in the month, it is the United States. Business is not as brisk nor times as good as might be wished, but they are infinitely better than they are in Europe. The difficulties, obstacles and inconveniences experienced here are a mere bagatelle by comparison with the hardship and suffering on the other side of the sea. This Nation is at peace with all the world and proposes to remain so indefinitely and permanently. It has no soldiers being killed by the thousands and the tens of thousands daily, with many times as many mourners in the homes bereaved; nor has it the certainty of a war debt with incident terrible taxes to burden the people for the next 300 years. Surely this country has every reason to give thanks.

The world has learned with surprise that the tradition of French character, daring on the offensive, but apt to crumble in the face of disaster, no longer holds. Precisely in the face of great and repeated setbacks, the French have shown a capacity for rallying to the need of the moment. In sharp attack they have failed. In dogged resistance they have done admirably.

## GERMANY'S STRAIN.

The secrecy with which the nations at war carry on their military operations is no novelty. Germany, however, has made a new departure. It is really extraordinary how little we know of her internal affairs at the present time. The state of her industries, the amount of unemployment, the size of her foreign trade, the course of prices, are all wrapped in a haze of misty generalities. The lack of information is no doubt partly due to natural causes, but that it is the deliberate policy of the German government to prevent trustworthy news from being given to foreign countries is almost certain. That in itself is some proof that the conditions are far from being so rosy as most of the reports which come to this country would have us believe. Not many people now imagine that the war will actually be settled by economic pressure, or that military operation will be brought to a stop through the impossibility of maintaining the population. But there are many degrees short of starvation, and it is certain that economic pressure will very seriously affect the strength of Germany's resistance.

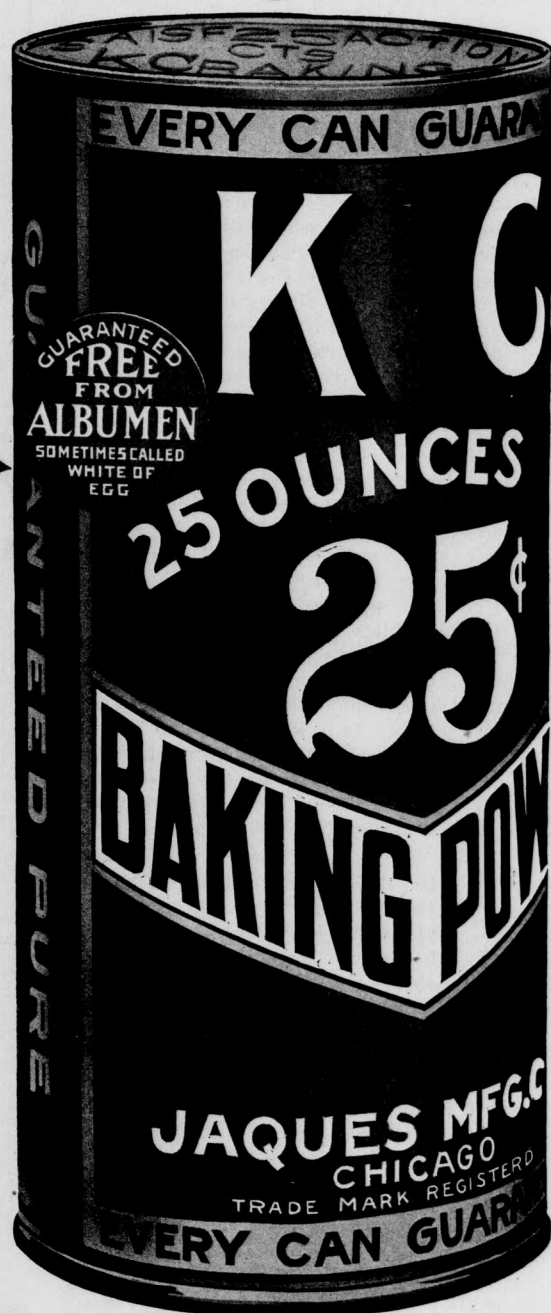
Even in time of peace Germany was not a lending country. She has not, therefore, as both France and England have, large annual reserves of savings, which would normally flow to foreign countries, but which are now available for financing the war. She starts with the handicap of being able to borrow less readily from her own people than either France or England, and in addition she will almost certainly have to borrow more. Her expenditure on the war has been conservatively estimated at about \$10,000,000 a day. This figure is based upon the estimated number of her troops and the understood cost per man. It is more likely that she is spending more than that she is spending less. She is raising a loan of \$1,250,000,000, and if she gets the whole of this, as is not yet certain, the money will not, at her present rate of expenditure, last until the end of the year. She will then be faced with the necessity of raising a further loan of enormous size. It will be extremely interesting to see whether and, if so, how she will get it. The raising of this loan has been achieved by methods which cannot be definitely repeated. It has been done by floating enormous quantities of inconvertible paper money. That is an expedient commonly resorted to in countries of questionable financial standing, but it has seldom if ever been resorted to with impunity. It means a depreciated currency—Germany's has now depreciated 6 per cent, or more in neutral countries—and a depreciated currency will make it yet harder for Germany to carry on her foreign trade, while it will make it finally impossible—if it ever were possible—for her to borrow from abroad. She will need more money, and at a price she may get it, but the price, especially if the war be a long one, will be very heavy.



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## CLOTHING

### Special Features of the Neckwear Situation.

While the trade prophets were pulling long faces about the supposed "slump" that was on the way because of condition abroad, not one of their forecasts came true. There's nothing the matter with business. On the contrary, orders took a spurt during the last month. This proves that things are on the rebound, and that, knowing and facing certain inevitable and unchangeable facts, manufacturers are in a position to get around them. True, there is some cutting down of personal expenses on the part of many consumers. In view of the state of the money market, this is natural, but it will be only temporary.

As regards the supply of raw materials, dyes are coming through the port of Rotterdam in American and Dutch bottoms. Shipments are small, of course, but they are fairly regular and one hears much less of their scarcity than two months ago. It seems that the effect of disturbed commerce in Europe has been exaggerated. At least, no great pinch in the output of dyes and silks need be feared this year. What will come of 1915 nobody can predict. However, the viewpoint of the neckwear trade is much more optimistic, and manufacturers are going right ahead, as if normal conditions prevailed.

Retailers in New York note a falling off in scarf sales during October, compared with a twelvemonth ago. Various reasons are given for them, but the most plausible one is voiced by a leading Broadway furnisher who says: "I attribute this condition to the decline in favor of bright neckwear and to the sudden vogue of plain colors, black-and-whites, polka dots and the like. Formerly, a customer would buy two or three scarfs in bright colors. Now he buys one in a dark color. Bright colors are conspicuous and the wearer tires of them quickly. They almost necessitate frequent changes, but a dark color can be worn every day without attracting attention. It seems to me that it is to every furnisher's interest to exploit bright colors. These mean many sales, as against a few."

Continuing, he says: "So-called 'genteel' colors never made a furnishing goods business successful. The dealer has no chance for originality and to display his personal taste. The wearer buys not so much because he wants to, as because he has to. The sale of a single scarf doesn't pay rent, help and yield a profit to the neckwear department. If you want to get volumes of sales, you've got to sell scarfs in twos and threes, and this,

my experience has proved, can only be accomplished by showing and pushing bright stuff."

We quote this opinion for what it may be worth. It has elements of sound sense of probability. Certainly, the period of greatest prosperity to manufacturers and retailers of neckwear has been when a demand for bright colors and patterns was at its height, and when the most vivid effects in both broad silks and "knits" were sought. There is room for much educational work to be done by dealers on the principle that "men don't buy enough scarfs." Plain-colored goods will always be in request, of course, but it's the novelties that keep the sales-checks accumulating. The moment the neckwear business is stapleized and standardized, it will cease to be profitable.

Holiday orders do not make such an impressive showing as last year, because retailers are buying carefully in an effort to avoid "sleepers" and "stickers." Many small orders, rather than a few large ones, seem to be the guiding idea. Some dealers who follow this course are inviting sure delay and disappointment, as it will be impossible for them to get just the goods they want just when they want them. It is well enough to buy cautiously, but there is no need of keeping purchases low, as the holiday season holds out every promise of being up to normal in profits.

Satins and brocades are looming largely in holiday orders. Persian and Oriental effects occupy their usual place. Very big scarfs are demanded by the best trade, the full-fold French shapes leading. Figures overtop stripes in high-class scarfs, and bright multi-color silks are in brisker request. "Knits" are shown by many of the best furnishers, but, from reports, they are not moving as well as was expected earlier in the season. Knitted silk reefers in lighter weights than formerly and very narrow are the newest offerings.—Clothier and Furnisher.

### What He Was After.

The workman was engaged in excavating operation.

The wayfarer of the inquisitive turn of mind stopped for a moment to look on.

"My man," said the wayfarer at length, "what are you digging for?"

The workman looked up.

"Money," he replied.

"Money!" ejaculated the amazed wayfarer. "And when do you expect to strike it?"

"Saturday," replied the workman and resumed operations.



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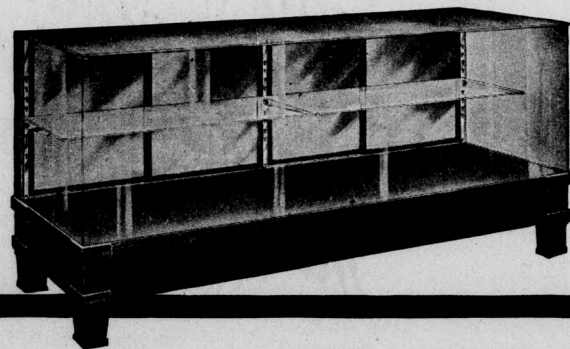
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## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 9.—The Richardson & Avery Lumber Co., of Saginaw, with extensive timber interests at Wellsburg, on the D., S. S. & A., is putting in a spur to its timber operations. It expects to put up a large saw mill this winter which will give employment to a large number of men.

J. E. Bayliss, our well-known feed merchant and ex-politician, who has been conducting a feed store on Ashmun street for the past year and a half, has sold to Thomas A. Forgrave and Alec Crawford, of this city. Mr. Forgrave was formerly the leading grocer at Stalwart, while Mr. Crawford for a number of years was engaged in the retail grocery business here, doing an extensive business with the farmers. The new proprietors are well acquainted throughout the country and have the confidence of the farmers. That their new enterprise will be a success is the foregoing conclusion, as they are both up-to-date hustlers.

The hunting season is now fairly underway. The local hotels have been reaping some of the benefits where the Lower Michigan hunters have been stopping over at the Soo to arrange for their outfit and supplies. The life insurance men have also reported an increase in business of late in consequence, as the numerous hunters have come to the conclusion that a little extra life insurance is a good investment, so long as hunters are so numerous in the Upper Peninsula.

The Soo has a new dentist. Dr. L. E. Read, who has recently fitted rooms in the Adams building with all modern appliances necessary for first class and up-to-date service, will open for business this week.

Ralph Rains, one of the Soo's hustling young grocers, has just returned from a two weeks' vacation at Sailors Encampment, which he spent with his family at their cottage.

Owing to the large amount of freight being shipped out of Chicago this fall to be handled by the Arnold Line it was found necessary to keep the Arnold boats in commission two weeks longer than expected. The last boat from Chicago to make connections with the Arnold Line leaves Nov. 12.

C. E. Cornwell, of the Cornwell Lumber Co., Saginaw, was a business visitor here this week. Mr. Cornwell left Friday to meet his hunting party Saturday en route for Skanee, where Mr. Cornwell owns a large track of timber and farming lands, which is considered one of the finest hunting grounds in the copper country.

N. J. LaPine, of Gladstone, representative of the Cornwell Beef Co., was a business visitor here last week.

J. B. Melody, our famous soap salesman, has just returned from a two weeks' stay at Detroit, where a soap campaign was pulled off and he is now on his regular territory again, working Cloverland on the Soo Line.

The many friends of Wm. Snell, one of our prominent lumbermen and influential citizens, are sorry to note that Mr. Snell was taken down with an attack of appendicitis last week and was taken to the hospital for an operation where his condition is reported very serious.

Wm. Kirkbride, Pickford's leading butcher, paid the Soo a visit this week.

The merchants of Masonville, are feeling highly elated over the news that the Stack Lumber Co.'s sawmill will be rebuilt. It is planned to push the work on the mill this winter so as to be in readiness for operations as soon as possible. The company owns one of the largest tracts of timber held by a single concern in the Northwest located in Luce, Mackinac

and Schoolcraft counties. The headquarters for the company's timber operations is at Bryan. They also own their own railroad of nearly ninety miles of track connecting with the Soo Line at Pike Lake.

The Soo Club has planned for a dinner Nov. 13, in honor of Lieutenant W. J. Wheeler, who has been in command of the revenue cutter, Mackinac, at this port for a number of years. The Lieutenant expects to leave for his new assignment about Nov. 17.

Chippewa county certainly leads all other Upper Peninsula counties in quality and yield of root crops. Wm. Lawrence has a crop of table beets among which he has found a large number of beets weighing from four to five pounds.

Dick Reinhart, our popular proprietor of the Soo's only brewery, has been recently appointed Deputy President of the fraternal order of Eagles of the Grand Lodge. Dick is certainly going some. William G. Tapert.

## Protests Against Enforced Silence.

Chicago, Nov. 10.—Permit me to protest against the policy of silence forced upon us by the President in the matter of our sympathies with the contending Powers in Europe. I regard this, and future commentators will certainly so regard it, as a serious encroachment upon the prerogative of free speech, although we can be sure that such was far from Mr. Wilson's intention.

To state clearly my position: I am English by birth, German by education and early association, and American by inclination, naturalization, and a residency of nearly twenty-five years. It cannot be inferred, therefore, that my protest is the result of allegiance to one leading Power or hatred of another. It is purely the individual chafing against a restraint which is imposed upon too many people to be borne with absolute submission; back of it lies an abhorrence of war and military methods, and the consciousness that we are strong enough to say what we please about those who apparently still believe in them.

One is inclined, unfortunately to trace everything nowadays back to "politics;" and while I am sure that there is no such sinister motive back to Mr. Wilson's request. I am equally confident that were we allowed to openly criticize all parties to the European horror, it would be now fairly along the road to settlement.

Silence can be mistaken for acquiescence, but American outspoken rebuke is something to which even a united Europe must nowadays pay attention. Mr. Wilson surely does not think that the European situation is "mental!" Howard V. Sutherland.

## 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.	66	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 11, 1914.



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## The American Household Syrup

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

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

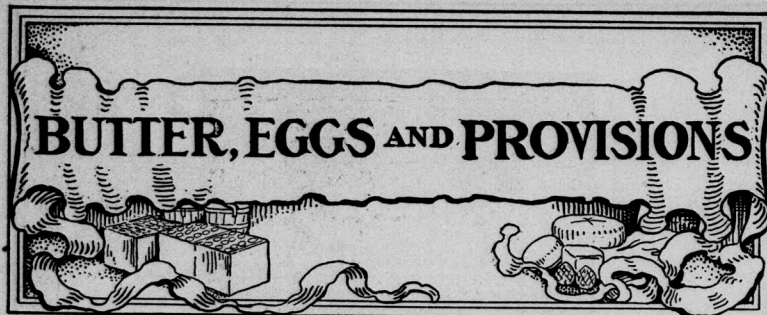
This picture shows one of the handsome store advertising designs which you may have FREE upon application.

Your jobber now has an attractive trade offering on Karo. It will be to your interest to get it from him.

Send for our Special Store and Window Displays at once.







#### Michigan 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.

#### Causes and Extent of Egg Breakage.

The study of the prevailing egg package has not gone far enough to permit of definite statements of the crushing force required to demolish a case or a filler, the definite increment of resistance to blows or pressure following the introduction of successive nails, nor the limit of efficiency attainable by nailing, etc. Some general knowledge has been obtained however, which may be recited since it is an indication of the trend which the more specific finding will take.

There is not a great difference between the resistance to pressure of gum, tupelo and cottonwood. The latter has some advantage. The case is weakest when the pressure is applied diagonally—that is from corner to corner, and of the three directions tested they were strongest when the pressure was applied sidewise. The lengthwise strength is about one-sixth that of the side. The number of nails assumes quite as much importance as has been attached to this question. Four nails are, apparently, not enough. Five give a decided increase in strength. It is doubtful whether the sixth nail is much of an advantage. It is far more desirable to insist upon having all the five nails barbed and cement coated. They are much more efficient than smooth nails. We know that a symmetrical cottonwood case, with five cement coated nails, will stand at least 2415 pounds pressure lengthwise, 530 pounds diagonally and 14,287 pounds sidewise.

Wire binding on the ends of new cottonwood cases does not, apparently, increase the strength. Old cases are benefitted by wire bands because they tend to hold the pieces together—much more efficient, apparently, is the nailing of lids to center partitions. The gain in safety to the egg is more than sufficient to compensate for the additional time in removing lids.

The preliminary work on fillers indicates that while the strength increases with the weight, a point is reached when the filler is too stiff and strong to absorb the jar received by the case, but transmits it to the eggs with consequent damage.

The usual No. 1 filler seems to be somewhat too stiff, the medium might, apparently, be slightly increas-

ed in weight. It will be of interest to test fillers ranging from the commercial No. 2 to the commercial No. 1, with all the intervening weights of the so-called "mediums." The small quarter filler used sometimes as a bottom cushion will withstand at least 1,200 pounds pressure, when evenly applied over the surface. A corrugated flat on top can resist an even pressure of at least 167 pounds. If these corrugated flats are used on top of the cases it is an additional reason for nailing lids in the center. The fillers gain in strength if placed with the solid strip parallel to the ends and center and the cut edges parallel to the sides of the case. The gain is sufficient to compensate for the extra thought expended in placing the filler properly.

A filler should fit the case closely. When it does not, the commercial corrugated flat will not save damage. A few small wads of excelsior may do good. However, discretion and care are required for the placing of such buffing inside the case. It is better to have the cases symmetrically made and to have the fillers fit the cases.

During the season of 1913 it was found that on an average 19.22 eggs per case left the packing house with unsound shells. The cases examined had all been rehandled. During the season of 1914 the number of unsound eggs in the same class of eggs averaged 19.7 to the case.

Almost invariably the stowing of the cases of eggs in the car is begun at the bunkers and the space filled toward the center, that between the doors being filled last. The unnecessary difficulties and damage due to such stowing are not appreciated until the observer has loaded a car by what is known as the "side" method. This was first observed by the investigators during the early part of the season of 1914, and has been used on a large number of loads with most gratifying results. It is performed as follows:

Make fast the door farthest from the loading platform. Place a row of cases from bunker to bunker and observe how many the car will hold, and also the number of inches left over. Divide the extra space evenly between the two bunkers. Place the second layer on top of the first, the entire height of the car and continue until the desired height is reached, which is determined by the number of cases to be loaded and the length and width. For example a car 32 feet 7 inches long and 8 feet 2 inches wide, having a load of 400 cases would carry

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**"Purity Patent" Flour**  
Grand Rapids Grain & Milling Co.  
Grand Rapids, Mich.

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There is nothing more acceptable to these famishing people than flour.

We are making a special price of **FIVE DOLLARS PER BARREL** in export sacks for this purpose only.

Phone your order to us and we will take care of all the details, making delivery and seeing that you get proper credit for your donation.

Telephone us early as quick action is imperative to relieve this situation.

We will take your order for one barrel or one hundred.

**Watson-Higgins Milling 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.**

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236-248 Prescott St. Grand Rapids, Mich.  
We have seed potatoes to offer in local lots

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**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.

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them in eight rows, fifteen case long and three cases high and have forty cases remaining to be loaded with some form of brace on the top of the complete layers. Having placed the first row fifteen case long and three layers high, close against the farthest side wall of the car, the second row is built up next the first one and so on. The car under discussion will have 7 inches to spare. If straw buffering is used divided the space evenly between the two ends of the car at the bunker. If racks are used to take up the extra space it may be left at one end next the bunker; or if the load is a straight-joint load all the space may be left at the center. All spaces should be filled with racks or straw and tightly tamped.

This method of stowing allows tight packing of the straw at the bunker because of the resistance afforded by the heavy load and the fact that the man stands on the floor of the car in front of the space to be filled. Of course, he packs the space at the bunker as each or double tier of cases is placed.

In placing the case in the car, this method of stowing from the side has many advantages. It keeps the men from walking on the cases and makes it easier to place them in position. When this step load with straw buffering is used, it eliminates confusion at the center. If in the step load the top layer is incomplete the side stowing makes a more solid load by stretching the odd cases from one end of the car to the other and in the direct line of the thrust.

If the car is made for seven cases and not wide enough for eight the extra space is left at one side. An upright midway between bunkers and door in each end will prevent the load from jarring sideways with the continued train motion.

Not infrequently cars are partly loaded at one house and sent to a nearby station to complete the load. According to the usual way of stowing cars from end to center, it is necessary to put as many cases as possible on the floor to prevent damage en route. On attempting to add to the load the floor must first be cleared of cases and then the additional cases loaded in. This means that the cases are badly walked upon and there is much additional handling. By the method of side stowing extra labor is done away with. The car is loaded from end to end, but only three or four tiers wide. At the other station the remaining tiers are added. This practice has been observed and found successful when the haul from house to house was short and when the train crew knew of the contents of the car. Whether it would be safe to trust such a load without any bracing to longer hauls and harder usage is an open question.

The past season's work has shown that there is but little difference between well stowed straw buffed cars and those which are carefully stowed and carefully braced with the right sort of wooden braces. In well loaded straw buffed cars this damage was 4.2 eggs per case and 5.7 eggs per case

in the well loaded wooden-braced cars of 1.2 per cent. as compared with a damage of 1.6 per cent. While straw buffering in the cars observed has reduced the damage to the extent of 4 of 1 per cent. experiment has shown that it destroys 50 per cent. of the refrigerating power of the car. In the early spring, when the weather is cool, such loss of refrigeration is negligible. In warm weather, however, when deterioration is rapid, there is probably far greater damage due to prolonged heat than is represented by the small amount of breakage involved.

What occurs between the closing of the car doors and its arrival at the market has been, and still is by far the most difficult part of the investigation. While instruments for recording shocks give information which is of value it has been found necessary to supplement such information by personal observations. At the very close of the season the use of a through caboose was arranged for with the roads over which an experimental shipment traveled. This caboose was set next to the car carrying the eggs and from it the investigators made such observation as were necessary to interpret, check and supplement the records of the instruments.

It has been found that shocks sufficiently heavy to cause damage are very rare during ordinary running, even when the speed is high and the train long and unyielding. On the other hand yard switching too often involves severe jolts and heavy impacts. Flying switches should be avoided whenever possible. Some roads make an attempt to reduce the amount of switching undergone by a car loaded with eggs.

(Continued next week.)

The fly in the ointment shows that the apothecary has been negligent in his swatting.

What a glorious old world this would be if we could only see others as we see ourselves!

## 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.

## HART BRAND CANNED GOODS

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

Michigan People Want Michigan Products



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.

## Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.  
Send for Samples and Circular—Free.

Barlow Bros., Grand Rapids, Mich.

## Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter  
Color and one that complies with the  
pure food laws of every State and of  
the United States.

Manufactured by Wells & Richardson Co.  
Burlington, Vt.

AS SURE AS THE  
SUN RISES

**Voigt's  
CRESCENT  
FLOUR**

Makes Best Bread  
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## Geo. L. Collins & Co.

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

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DETROIT, MICH.

## POTATO BAGS

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

ROY BAKER

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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.

## 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.

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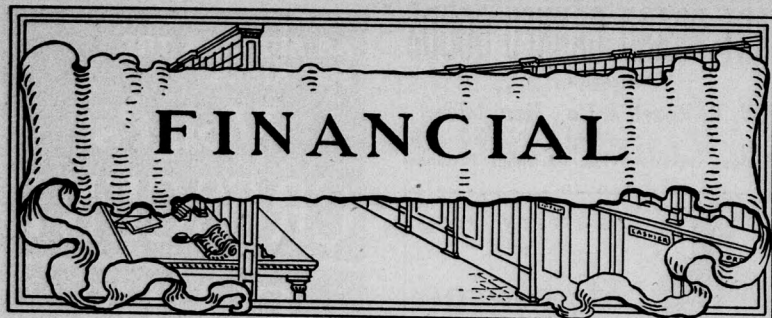
## Apples and Potatoes Wanted

Let us know what you have

M. O. BAKER & CO.

TOLEDO, OHIO





The Lockwood & Barnard banking house, established three years ago by George S. Lockwood and Newell and Lewis Barnard at 2721 South Washington avenue, Saginaw, has been absorbed by the Bank of Saginaw and will be conducted as branch hereafter.

Albion will be host to the Southwestern Michigan Bankers' Club Tuesday, Nov. 17. A programme will be held in the afternoon with an automobile ride about the city, while in the evening a banquet will be served at the Leisure Hour club house. One hundred and six banks are members of the organization and it is expected that at least 100 bankers will be present.

It is rather more than an even chance that money will be lending in Chicago at 3 or 4 per cent. by the first of February. A long shot this is, and it has to go through a complication of thickets, but there are some reasons for believing that this will happen. The individual deposits of the banks at the centers are increasing, in some instances with remarkable rapidity. The aggregate deposits at the centers do not show gains because the country banks are holding on to what they have pretty strongly while getting liberal increases from their depositors. Then the Federal reserve banks are going into operation the middle of this month, and moneys not now loaned will be available for lending then, while the confidence of the public in the future of the country's finances will be materially increased. Business probably cannot be active for many months and the same thing will happen that always happens in case of depression, that is accumulation of the funds of individuals and corporations in the banks. All these things mean lower money rates. It is only a question whether the larger difficulties now confronting the financiers are overcome. It would be a folly to under-rate those difficulties but the three principal tasks are well in hand and gratifying progress has been made—provision for our liabilities in Europe, a degree of liquidation in stocks and bonds which will justify the opening of the stock exchanges and the financing of the cotton crop. It is reasonable to expect that all these tasks will be accomplished substantially before the opening of the new year. If so, there will be comparatively little for the quick capital of the country to do, and it is a fair guess that it will lodge itself in the banks waiting for something to turn up. It does not follow, if rates go down, that they

will stay down. Prophecy in regard to the duration of the European war runs into a lot of smoke and is no good. As the various campaigns now look many month yet will be required to finish the contest. When it is over the impoverished nations of Europe will be coming to the United States for loans. The desolation that has been wrought and the impairment of the resources of the applicants will give an aspect to the securities decidedly different from that which similar issues have possessed in the past. No 3 per cent. basis for any of them but on up perhaps to 10. There will be plenty of use for American capital then and naturally rates will be high. But to go forward to that time is perhaps not a profitable mental exercise now. There are too many important things intervening. Wise investors will not lose sight of a present monetary condition in this country, which most likely will change radically before 1915 is a month old.—Economist.

Business enterprise is to be stimulated decisively by the opening of the regional reserve banks Nov. 16. More money will be placed at the command of the banks, cash now tied up in loans will be released through rediscounts, money will be easier, loan rates lower, and commercial paper will be absorbed easily. These are the views of Secretary McAdoo of the Treasury and of the members of the reserve board who are facilitating the organization of the reserve banks and the opening of their doors for business. In the intricate details surrounding the organization and mission of the reserve bank under the new system, one fact dominates—it is to be the bankers' bank. The public will have no business connection with the reserve bank. It will not receive general deposits and it will not make general loans. The banks that are members of the association of banks which the reserve bank is to serve, organize the reserve bank by subscription to its capital stock. The working capital of the reserve bank consists of cash from stock subscriptions and reserves from member banks which they will deposit with the reserve bank.

The most important duty of the reserve bank will be to rediscount commercial paper belonging to the member banks. In other words the reserve bank will buy commercial paper, good promissory notes, from the member banks when the latter in the course of their business get in more of such paper than they wish to carry until its maturity. For instance, a

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

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GRAND RAPIDS, MICH.

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

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Per Cent  
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L. Z. Caulkin,  
Cashier  
J. C. Bishop,  
Assistant Cashier

United  
States  
Depositary

### Commercial Deposits

3½

Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Capital Stock  
and Surplus  
\$580,000



business man may need money, so he goes to his bank with his promissory note and his bank discounts the note for him and gives him the cash on it. Then the bank finds that it is running short of cash and has not enough to meet the requests for loans from other customers. The bank takes the promissory note cashed for the business man, indorses it and sells it to the reserve bank at a discount. The member bank gets back the money it loaned on the promissory note to the business man and can use it in meeting the needs of other borrowers while the reserve bank holds the note until it becomes due and the business man pays back to the member bank the money he has borrowed on it. This is the rediscount system provided under the new law. Under former conditions the bank discounting the promissory note would have to rely for its rediscount on the convenience or whim of some larger bank having an abundance of cash. When it suited the purpose of these larger banks they refused to rediscount, and the smaller banks, finding their cash depleted through loans, were forced to deny loans to other patrons and business was checked.

After Nov. 16 therefore the smaller Federal banks and such state banks as are members of the regional association can turn to the reserve bank and demand rediscounts in order to get additional cash to help out business needs. The limit of such rediscounts is to be regulated by the reserve banks with regard to the condition of reserves of the borrowing bank and the condition of the reserves of the reserve bank, all of which are technical matters and under the supervision of the reserve board and the comptroller of the currency. The amount of actual cash that the twelve reserve banks will be able to return for working purposes to the member banks is a question of discussion among bankers. The Treasury authorities have stated that \$464,000,000 would be released through the reserve banks in the reduction from 25 to 18 per cent. of the amount of reserves required to be held by the banks as protection for deposits. Member banks are permitted to deposit their reserves with the reserve banks. The reserve is in gold or in gold certificates. These reserves can be used by the reserve banks in making rediscounts for member banks. Besides, this the reserve bank has for use the cash subscriptions to its capital stock, and no reserve bank has less than \$5,000,000 capital. The additional money that will come into circulation through the organization of the reserve banks will have behind it the gold and gold certificates now lying idle in the reserves of the member banks. It will be new money, but its value is and has been in existence and it cannot be considered "wild-cat" money under any construction.

The twelve regional reserve banks that are to handle this additional money are distributed throughout the country geographically and in business centers so as to extend relief

and assistance to the member banks in every section and locality. The wide distribution of supply banks was made to decentralize currency and prevent its storing up in a few financial centers to the distress of the country generally. Through this system of decentralization and forced rediscounts it is believed that cash will be generally distributed and, as there is no shortage of money in this country, its free circulation is expected to boost business and encourage new enterprises. While not disputing that the reserve banks would prove of assistance to general business, a prominent banker said recently that the Treasury was wrong in asserting that the organization of such banks and the putting into effect of the new law would release \$464,919,076 of presumably impounded cash. This amount was arrived at by taking the difference between the reserve required under the present law and that required under the new law.

This method of calculation, however, fails to take account of some very stern facts, he explained. It gives a correct result only in regard to the three central reserve cities, New York, Chicago and St. Louis. In these three cities the reserve now required is 25 per cent. of net deposits. This 25 per cent. is in cash in the vaults of the banks. The reduction of this requirement from 25 to 18 per cent. obviously will reduce the amount of cash the banks must carry in their vaults 7 per cent. The cash is there and the reduction a concrete amount. The same method, however, cannot be applied either to reserve city or country banks with equal accuracy. In regard to the former the comptroller's statement mentioned takes the reserve now required as 25 per cent. of net deposits and subtracts from it 10 per cent. to get the 15 per cent. required under the act. This 10 per cent. is \$190,196,666, which is given as the amount of cash released.

It's easy to be happy; all you have to do is be foolish.

## Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Resources  
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

Ask for our Coupon Certificates of Deposit  
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4% the first year

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

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

Guaranteed by two wealthy responsible men.

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

The Michigan Trust Co.

## THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST

WHAT ARE YOU WORTH TO YOUR FAMILY?

LET US PROTECT YOU FOR THAT SUM

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

## City Bank Officers

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

Resources Over  
Eleven Million Dollars



## United Light & Railways Co.

H-S-C-B

H-S-C-B

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

Howe, Snow, Corrigan & Bertles

Citizens 4445 and 1122  
Bell Main 229

Grand Rapids, Mich.

Fifth Floor  
Mich. Trust Bldg.





### Spirit of Cordiality More Effective Than Printed Words.

Written for the Tradesman.

Recently I saw in a store the words Thank You, Call Again, printed in large letters and occupying a conspicuous place on the wall. It was a good example of the sign painter's art and the effect as produced by an unusually good color scheme and skillful workmanship was very pleasing from an aesthetic point of view.

The question that arises in the mind is, will it do any good; that is, will it bring business?

It certainly would give the impression to a person entering the store for the first time, that the desire and settled policy of the management is to extend a cordial welcome to every customer and to be properly grateful for and appreciative of all patronage, or that they give at least a theoretical endorsement to such a policy.

It might also serve a very useful purpose in reminding quick-tempered salespeople, often subject to great annoyance from the exactions of tedious and unreasonable shoppers, that courtesy and perfect politeness even under trying circumstances are indispensable requirements of their position.

But how about the effect on the customer, beyond the initial impression already referred to?

In this particular store there seems to be a strange contradiction between the sentiment expressed on the wall and the actual practices of the establishment. The salespeople are rather indifferent, never really attentive to the wants of customers, sometimes even curt. Whatever may be the wishes of the management as to the courteous treatment of customers, they seem to have failed utterly in impressing their desires upon their employees. One plain-spoken woman who had failed to find what she wanted and was feeling justly indignant over the brusque treatment she had received when she did not buy, remarked as she was leaving the store: "If they'd keep up their stock here so's to have what a body wants and then put in a few good clerks who knew how to treat people right, it would do more good than any big motto on the wall."

Put in homely phrase, there you have it. The impression of a store that people carry away with them is produced far more by the stock and its arrangement and especially by the personality and manner of proprietors and employees than by any written or printed sentiments or slogans.

Indeed the feeling that one is being made welcome and that his or her patronage is greatly desired and appreciated is something that comes by personal communication rather than by the printed word. The born salesperson has the power of imparting it to perhaps fifty persons in a day, to more if he waits upon more. Some ill-placed souls who try to be salespeople can not impart it to one customer in fifty years.

The walls of a store might be covered with the most cordially worded sentiments and the person who entered the place go away with a feeling of chill and repulsion. A store without a motto may radiate an atmosphere of friendliness and good will that is felt by all who pass inside its doors. It is something so personal in its nature that the printed message speedily becomes absurd when the human element is lacking. A phonograph with an endlessly repeated record of Thank You, Call Again, would never tend to grip a single customer, but would fall on all listening ears as hollow and ridiculous. However, the well-executed printed slogan visualizes and so makes emphatic a chosen sentiment, provided that the sentiment is lived up to and is constantly manifested by the personnel of the place.

Fabrix.

### Weather Must Be Reckoned With in Window Displays.

Written for the Tradesman.

The window trimmer surely has his troubles. Unexpected and unaccountable freaks of the weather are one of his woes.

I have this autumn observed three or four cases of carefully thought out and well arranged displays rendered almost without attractiveness or advertising value by a sudden turn of the weather.

One was a very good window of blankets. Real wool blankets—white ones, soft and fine and warm, colored ones of various weights and qualities; cotton fleeced blankets for more slender purses, many of them excellent, however, in quality and coloring. I counted twenty-five different kinds of blankets in that one window. The values were strikingly good for an early showing. Although the display was all that could be asked for, only an occasional passerby was giving this window the slightest attention and these quite as often as not shrugged their shoulders and their faces took on a look of discomfort. For it was a hot day. Cold reason and experience would teach us that certainly within a few weeks

# Ha-Ka-Rac

## Our Sweater Coat



Holds its shape.

Eliminates all possibility of crooked seaming.

Lies flat and straight at all times.

Will not pucker, wrinkle or get bunched.

Has no hem, lining or seam.

Is made in all standard sizes and lengths for men and women.

The styles are staple—no freaks. They include Ruffnecks, V-neck and Byron collar.

The women's garments are made in the desirable mannish style.

Our salesmen are out and will call during the season. Wait for them.

**The Perry Glove & Mitten Co.**

PERRY, MICHIGAN

## The Holidays Will Soon Be Here

In preparation for them we are showing beautiful lines of

Neckwear - - - - in Holiday Boxes

Suspenders - - - - in Holiday Boxes

Silk Shirts - - - - in Holiday Boxes

And many other desirable items for the Christmas Trade.

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



time all the warmth of the wooliest samples shown would be most acceptable; but it simply isn't in human nature to take a vital interest in cold weather things when the mercury is soaring around in the eighties and nineties.

Another of the displays referred to was even more malapropos on that particular day. It consisted of warm bed slippers called sleepers. There was a good showing of sizes and kinds and they would have looked very attractive on a blustering stormy day with a colder night ahead. But when the weather was making you want to dress like an aborigine and eat nothing but ice cream, the very sight of wooly slumber slippers went against one.

A window of thin sheer waists and lingerie seems just as much out of place on a raw, cold day in early spring, as the warm things in hot fall weather.

Of course goods must be displayed in advance. That is one of the axioms of present-day business. And the window trims must be planned farther in advance than the weather man ventures to predict the weather. And even if his prophesyings were waited for they are not always dependable. A display must often remain three or four days or even a week in most stores. It certainly is not practical to make a change with every variation in temperature. But still in case of a spell of extreme weather, either hot or cold, it would often be better to make a quick change of program and put in a display, less elaborate but better adapted to existing meteorological conditions. It will bring more business and give an impression that things are being managed according to the eternal fitness of things. It will also sometimes give the opportunity to clean up on some line of goods that would otherwise have to be carried over until another season. Fabrix.

#### Taking Life Easy.

United States Senator Lee S. Overman, of North Carolina, is always supplied with a stock of good Southern tales.

"In the southern part of Arkansas," relates Mr. Overman, "where the natives take life easy, a man and his wife were one day sitting on the porch when a funeral procession passed the house. The man was comfortably seated in a chair which was tilted back on its hind legs against the side of the house and was engaged in whittling on a piece of wood. As the procession proceeded he said:

"I reckon ol' man Williams has got about the biggest funeral that's ever been held around hyer, Caroline."

"A purty good sized one, is it, Bud?" queried the wife, making no effort to move.

"You betcher!" Bud answered.

"I certainly would like to see it," said the woman. "What a pity I ain't facin' that way!"

Cartoonists have a mania for portraying Uncle Sam as an uncouth hayseed—but they can't prove it.

#### A Kind Deed in Disguise.

It happened at my counter in one of the largest dry goods stores in Omaha, Neb., that a pale, care-worn young lady was looking at the dress goods which had been placed there at a greatly reduced price. There were some excellent bargains and a quantity of other goods among them of doubtful value. I was exceedingly busy trying to wait on several persons at once, therefore had no time to give advice as to the quality of the goods.

The young woman, after pondering over a choice in the goods, addressed an elderly lady standing beside her in this manner:

"Pardon me, lady, but will you kindly give me your opinion as to the quality of these two pieces of goods? I—I—"

The woman turned, looked the shabby but clean-looking young lady over from head to foot, elevated her aristocratic chin and walked away without a word.

The young woman turned scarlet and was about to leave the counter when one of the wealthiest and best dressed women in the city said to her: "If my opinion will be of any value to you I shall gladly give it to you."

"Oh, will you?" sobbed the young woman, who was now in tears. "My mother died a few months ago and— and left me the care of my little brothers and sisters. I've never done the buying—and—we haven't—I mean I want to get the best I can for the money."

"Yes, yes, I see. I'll help you gladly."

For nearly an hour this lady helped the girl in the most motherly way possible. She managed to let me know that I was to cut the already reduced price in two. She gave me a check for the balance after the grateful girl left the store. Then she added:

"She must never know this. She's a dear little girl with a heavy load to carry, and I'm going to sort of mother the poor child."

When she left, my helper, who had also witnessed the kind act, said:

"Well, that makes me feel that life's worth the living after all."

M. R.

#### But He Remembered.

One day a well-dressed elderly man called at the shop of a jeweler in a small Scottish town and asked:

"Is my watch ready?"

As the watchmaker had at the moment no remembrance of the man, he asked in turn:

"When did you leave your watch?"

"Oh," replied the man, "I didn't leave it in this shop. Ye were over by Nelson street when ye got it."

"Nelson street?" replied the jeweler. "We left Nelson street seventeen years ago."

"But I left it with ye, for a' that."

"Can you tell me the name and the number of the watch?"

They were promptly given, as well as a description of the watch, and it was found. Exactly twenty-two years had passed since it was left for repairs,

yet, at the end of that time, its owner had called for it as naturally as if he had left it only the preceding week.

"Why have you not got your property before?" asked the jeweler.

"Weel," responded the man, "I went ower to America shortly after. I kent the watch would be safe with ye till I cam back, but I stayed a wee thoct langer than I intended."

#### His Birthplace.

John Fox, the author, was recently discussing Longfellow and during the conversation remarked that the house where the noted poet was born in Portland, Maine, is now tenanted by people of the poorer classes. Mostly Irish are located in that vicinity. Some time ago a teacher in Portland was giving a lesson on the life of the poet.

Finally, after the usual time devoted to instruction, she asked:

"Where was Longfellow born?"

A small, red-haired youth waved his hand vigorously, with an unmistakable desire to impart knowledge.

"Well, James, you tell us," said the teacher.

"In Jimmy McFadden's bedroom," came the quick reply.

The chap who gets locked up for being full is fortunate if he has a friend who will bail him out.

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.

## TABLE LINEN

### Thanksgiving Day is Near

Are you prepared to supply your trade with the table linens they may require? We can fill your orders promptly.

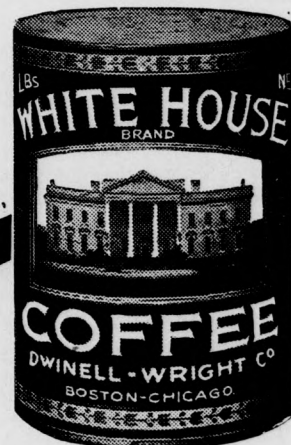
Linen Damasks from	37½ cents up to 95 cents per yard.
Mercerized Damasks from	30 cents up to 50 cents per yard.
Good quality Cotton Damask at	19 cents per yard.
Napkins from	45 cents up to \$5.00 per dozen.

Sets consisting of Table Cloth and Napkins to match \$4 00 up to \$9.00 each set.

### Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

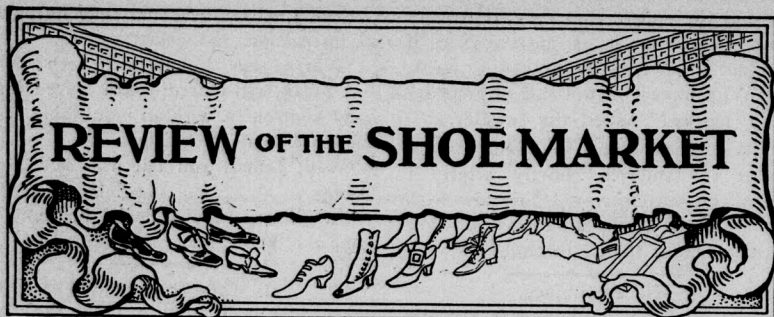


## FINE COFFEE

Beats them all on any points of competition where real quality and all-around excellence are the ones considered. "White House" coffee is not intended for "bargain" hunters; but for the kind of folks you wish for customers.

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





### Select Good Lasts and Avoid Extreme Styles.

Some say there is no such thing as safe and sane shoe buying; that the safe buyer falls behind the procession, and that the insane buyer sometimes leads the procession. For a man to ask me what is safe buying reminds me of the man who went to the first horse race with a friend, and becoming enthused with the spirit of the race asked his friend to pick him a winner. His friend gave him the name of a horse. He looked at the horse and then looked at the friend and asked: "Are you absolutely certain this horse will win?" His friend replied, "No we are not absolutely certain this horse will win, if we were it would not be a horse race."

It is so with shoe buying, for if we could pick absolute winners or certain sellers there would be no zest to the game. There are a few shoes that will sell absolutely without question, and there are a thousand small departments dealing out those certain sellers, which make up 40 per cent. of the sale of shoes. For the other 60 per cent. you must use good judgment, experience, a knowledge of the requirements and taste of your locality, and the fashion whims, and last, you must be willing to take a chance, then you may go after the 60 per cent. and perhaps get your share of the 40 per cent. with the rest.

There never was a time since I have been in the shoe business when safe and sane shoe buying is more necessary than now. There never was a time when the temptation to speculate was greater. Everything points to higher prices for shoes.

Manufacturers tell us they have sufficient supplies of leather and that they can serve us at old prices, but as a postscript they tell us not to buy more than one needs, not to speculate. If you told the public there was only a limited supply of bread and the public believed it, and that next week the price would be higher, would it not be useless to tell them not to overbuy? Is it not human nature for those who can to lay in as much bread as they can buy, or as much as their credit is good for? To me that warning, "Do not speculate," is the best means of telling one to do just the thing you do not want one to do. How much better it would have been for the manufacturer to have come out with an advance of 10 cents or 15 cents and thus discourage the speculative idea? How much better we would conserve our leather instead of piling it on retailers' shelves to rot and pass out of style, as a great per cent. does and will? If our

leather supply is low and likely to be lower, why not try to conserve the supply and not waste it for the purpose of making a profit to-day? In the face of the most unusual extraordinary condition that has ever confronted us, are we going the right way to meet these conditions?

We know that our manufacturers are not sending men into the cotton states for orders. We know that almost a half a billion dollars' worth of cotton remains unsold and that the leather that would go into shoes for our Southern men is, to a great extent, at our disposal, which helps put off the advance we look for.

With all this in view, I would say that the man who tries to buy a year's supply of shoes is not only taking a long chance, but he is helping deplete a market which is already unsettled. You cannot put leather into shoes to-day and say: "There is \$1 worth of leather that will bring \$3." You know the chances are good that that dollar's worth may only bring 50 cents; therefore, I say you must do your shoe buying more carefully than ever before.

Suggestions as to buying are hard to make, as what would be safe and sane shoe buying for one firm would be absolute folly for another. There are certain styles for women that predominate each season, but what these styles are four out of five good buyers have missed on for the last four seasons, therefore it is absolutely folly to plunge.

There are certain shoes that are sold in every store every season and these you are safe in buying. The shoes of fashion should be bought more carefully. If there ever was a time when conservation should be practiced in introducing novelties it is at the present time. In buying shoes to meet fashion's whim put the style feature first. The best leather and the best shoemaking put into wrong lasts and patterns is next thing to worthless. When you have selected the style you feel safe on, give the preference to the last that has been tried out and that you know fits.

Finally, I would say, safe and sane buying would mean:

That we hold to present styles that are good.

Cut down as many as possible of the extremes.

Buy about two-thirds of what you intend to buy.

Pass the man who has twelve new models; he must have been wrong last year or he would not have so many new ones, and the chances are good he is wrong again. New models,



**Blizzards Sandals Arctics  
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.

## NOTE THE PRICES



**High Tops  
at  
Reasonable Prices**

Men's 17 inch combination canvas and leather top	
Duck, rolled sole rubber .....	\$2.30
Boys' 15½ inch combination canvas and leather top	
Duck, rolled sole rubber .....	1.80
Youths' 14 inch combination canvas and leather top	
Duck, rolled sole rubber .....	1.60
Nothing so good and so cheap in high top rubber footwear	

**HIRTH-KRAUSE COMPANY**  
Jobbers of Glove Brand Rubbers  
Grand Rapids, Mich.



like new factories, are experiments—let the other fellow try them out.

I could not tell you what styles to buy if I wanted to, but look over your styles in stock, decide how many you can cut out and then buy one-third of the number in new styles.

As selling prices are fixed, say from \$1.50, \$2, \$2.50, \$3, \$3.50, \$4, \$4.50 and \$5. I use these prices as there are more shoes sold at these prices.

You must do your buying so that the articles bought will sell at any one of these prices and leave a fair profit above your overhead expenses; for instance, your \$4 price, say your overhead is 25 per cent., or \$1, you should not pay more than \$2.75 for a shoe to sell at that price, and if you can buy one that looks good at \$2.50 so much the better, but do not deceive yourself that you can buy at \$3 and sell at \$4, and buy an automobile each year, that is, not until the ford takes another \$400 off the price.

J. B. Walsh.

#### Difficulty Experienced in Fitting Ladies' Shoes.

Written for the Tradesman.

"I like to handle men's shoes," was the observation of a general store keeper a few days ago; "but it is a dread to me to be called upon to fit one of the feminine footgear." In answer to the puzzled look of his companion, he continued, "They almost invariably want a pair about three sizes too small and are insulted if you tell them the plain facts of the case." And then, being in a reminiscent mood, he recalled his first experience, away back when he commenced to clerk in his home village. A young girl came into the store and asked for No. 3 shoes. He well knew that he must give her a larger size, and yet how? The position was truly embarrassing to him; and perhaps through this very fact it became so to her. She finally left with a pair of shoes which fitted, although he evidently did not just tell her that they were 6½. But the memory of the day is still vivid to him—perhaps with similar, although certainly never with as severe repetitions in the intervening years. "And now," he avers, "I never ask the number of a woman's shoe. I do not want to know. I try to cultivate an eye which shall tell me what size she should wear and act accordingly. It saves time and embarrassment on both sides. After she has told me her number and then peeped in to note the size of the shoe offered, the best way is to take the reins in your own hands and do the fitting as it should be done."

Just why a woman should try to crowd her feet, Chinese style, it is hard to tell. Yet the custom of thinking it a disgrace to wear a large shoe is happily growing more rare. There are some women—many of them—who realize that as they are large, they should have a correspondingly large foot, and not feel called upon in the interest of neatness to ape after the slight companion. A neatly fitting, comfortable shoe is always the thing of beauty which gives best and most complete service.

Bessie L. Putnam.

#### Joy in the Trybus Home.

A salesman for a rubber house dropped into Stephen Trybus' store at 918 Chene street, Detroit, a few days ago, and enquired for Trybus.

"Oh, you can't talk business to Steve," said the clerk. "He says he won't talk business for a month."

The rubber salesman was astounded. He knew that Steve Trybus is one of the live wire shoe dealers on the east side of the city and that he carefully supervises every detail of his growing business.

"There must be something wrong," commented the rubber salesman.

"No," laughed the clerk, "everything is all right."

Just then Mr. Trybus rushed into the store and grabbed the salesman affectionately.

"Both of them are boys," he shouted. "Fine healthy boys."

After Steve became somewhat calmer the salesman got the thing straightened out.

It seems that Mr. Trybus was the father of four girls and for years had been wanting a son. The stork was due at the Trybus home and Steve prayed vigorously for an heir. When Steve found that his prayers had been answered by twins, both boys, his joy could not be confined.

The salesman found it useless to talk about anything but the new members of the Trybus family, and so departed, after congratulating the proud father.

#### Gain Your Banker's Confidence.

Every shoe retailer should have his banker's confidence. To gain it, it is only necessary to be open and frank. Give him an exact statement of your business at least once a year. It does not matter how little you are worth if you are honest and selling shoes. It is better to pay your banker 6 per cent. a year than your jobber 3 per cent. a month.

As to bad accounts, a shoe retailer should not have them, at least only a few—and the writer believes in giving a line of credit, too. Banks do more credit business than any other business house. Why do they not lose more? Because a customer must be good beyond a doubt or he does not receive credit. If shoe retailers will follow the bank's example there will be little loss in credit accounts.

#### Keeping His Confidence.

A native of New England relates how Clara Belle, a beautiful mare, was sold at a good price to a man, and how the man, within a short time, discovered that she was stone blind. He managed, in turn, to dispose of the mare, and at a higher price. The next day the new owner turned up, complaining bitterly.

"That mare's blind."

"I know it."

"But you didn't say anything about it."

"Well," explained the first purchaser, "you see it was this way. The dealer who sold her to me didn't mention the fact himself; so I naturally concluded that he didn't want it known."

## WHAT IS THE USE?



Mr. Dealer, You are making a mistake when you sell extra long shoes to fit a wide foot. Look at the above cut. This is an "eight wide" shoe, and has the classy appearance of a narrow one. We have solved the problem of big, gawky looking feet.

"A YARD FOR A FOOT"

Rindge, Kalmbach, Logie Company

Half Century Shoe Manufacturers

Grand Rapids, Mich.

## Hood Rubbers

Make YOUR PURSE GLAD  
and

YOUR CUSTOMER to wear a  
HAPPY SMILE and continue to  
wear HOOD RUBBERS Forever.

Don't try to run a  
LIVE SHOE STORE  
without  
HOOD RUBBERS

Get our catalogues and be ready

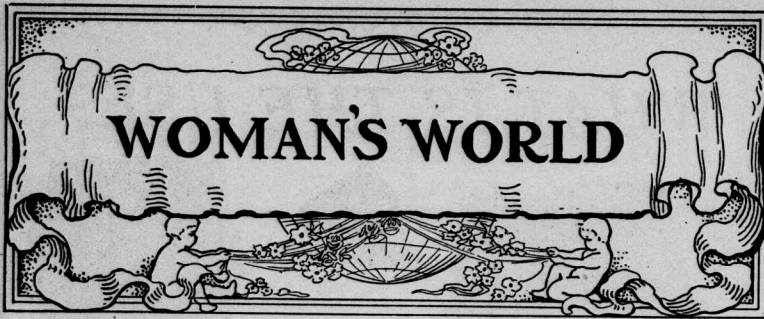
**Grand Rapids Shoe & Rubber Co.**

Largest Rubber Dealers in Michigan

The Michigan People

Grand Rapids





### Don't Delay in Voicing Your Disapproval.

Written for the Tradesman.

Don't be an eleventh-hour marplot; for this is one of the ways in which many good, well-meaning, conscientious women are prone to make themselves needlessly disagreeable and annoying and exasperating. An illustration or two will show just what is meant by the term eleventh-hour marplot. We will take the case of Mrs. Allerton.

According to the gossip of the neighborhood, which in this case happens to be true, the Allertons, young married people who joined their fortunes in life less than a year ago, have been having a serious altercation. For the last two or three days the young wife, nee Louise Bradley, has been seen with red eyes, and Robert her husband, who hitherto has been a model of devotion, has not come to dinner as usual, in fact has stayed away until 12 or 1 o'clock at night.

The difficulty arose over a proposed change of position which Robert very earnestly desired to make.

Four or five months ago two close friends of his, a Mr. Halleck and a Mr. Norton, formed a plan to engage in manufacturing in a neighboring town, provided they could secure the site they wanted. They told him that if their project materialized they would like to have him go with them, naming a salary a little higher than he is now receiving. They asked him to consider their proposition and confer with them later.

Robert laid the matter before Louise fully at the very start, and she made no objection. She knew all along that he was seeing his friends of the new firm every few days, that the site had been purchased, and that although no formal contract had as yet been entered into, the change for Robert was considered as good as settled upon by both himself and the men who would be his employers. Also she could not fail to see that her husband was hourly becoming more infatuated with the idea of going with Halleck and Norton. Still she voiced no opposition. Not until the morning of the very day when he expected to hand to his present employers his resignation to take effect in three months, did she advance her adverse arguments.

"Can't you see, Bobby dearest, that it's all a dreadful mistake?" she broke out. Strange to say, Bobby dearest was not in a mood just then to see, or at least to admit that he saw the flaws and errors in his fondly cherished scheme.

"This undertaking of Halleck and Norton's" she continued, "is just an experiment. They are fine men, but their capital is limited and their experience nil. They offer you a few dollars a month more than you are getting now, and promise rapid promotion. But if their venture should prove a failure, there could be no promotion, and your initial position would be short-lived. The firm you are with is an old, established concern with a very large plant and plenty of money. You stand in favor with the management, and if you stay with them you are reasonably certain within a few years to get something really good, something better than Halleck and Norton will have it in their power to give for many, many years to come, even should they succeed ever so well."

Louise went on. She reasoned that the slight advance in pay offered by the new firm would be more than counterbalanced by the loss which they (the Allertons) must sustain from either selling or leasing their home and buying or renting in the other town. Finally she presented what was in reality her strongest objection to the proposed change; the fact that in her estimation Robert, both by nature and training, was far better adapted to the line of work he was in, than he ever would be to any part of Halleck and Norton's undertaking. It seemed to her it was only common sense to stay where there was a good field for his peculiar powers and abilities.

Louise's arguments, put in her clear, forceful manner, were convincing to Robert himself, even against his own wishes. But this did not tend to allay his irritation nor to soothe his wounded pride. They had a stormy time of it.

"If this was the way you felt about the change, why in thunder couldn't you have said so in the beginning and not queer me with both Halleck and Norton and my present employers?" Robert asked bitterly.

In the end he yielded, making the excuse to his friends that Louise had gotten cold feet about going away from the home town, and explaining to his present employers as best he could his decision to remain with them. Some time previously he had told them frankly what he was expecting to do. Naturally Robert feels very sore and sullen.

Of course Louise is in the right. Every one thinks so, even Robert's father and mother. Robert's judgment was completely overborne by his warm friendship for Halleck and Norton. The discerning young wife

sees this, but why couldn't she have gotten in her objection early enough that there would have been no embarrassment and no straining of friendly relations? Having the good headpiece she has she could have sized up the whole matter in twenty-four hours time and been ready to express her disapproval. It was inexcusable in her to wait until a withdrawal from his plans should cause her husband needless humiliation. Will she learn her lesson, or will she keep on until the end of the chapter, making like blunders of delay, each with its train of woeful consequences?

So, good sisters one and all, don't be eleventh-hour marplots. Don't wait until a cherished project is all cut and dried before you set your foot down, that is in case it is going to be necessary to set your foot down. Get on the ground early with your opposition. Otherwise you may be able to effect nothing at all; or if you do carry your point, there is sure to be resultant hard feeling.

Very likely you don't want to be a marplot at all, or at least you don't want it to seem to your nearest and dearest that you are given to upsetting their plans and calculations. You are loth to do it, but sometimes you have to. You simply can't see

the partner of your joys and sorrows walk blindfolded into a pitfall when you are able to snatch him back. But if you are smart you will divert his steps the moment they are about to turn into the disastrous pathway, so there will be no disagreeably obvious snatching back.

It is better to nip a mistaken idea in the bud than to wait until the obnoxious thing has become a tree and has to be grubbed out by the roots. Sometimes it may be possible to nip it even before it gets into bud. Let us illustrate.

Your old machine we will say, is getting just the least bit shabby, and you are well aware that by next spring your good man will be a fit subject for inoculation with the new auto bacillus. You also know that the money ought to be used, not to buy a car, but to reroof, repaint, and otherwise repair the house and to run out an ell for an additional sleeping room. Now don't wait until



## National Selling Service

National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer who carries National Biscuit Company goods. It is a steady producer of results.

Successful grocers are always ready to take advantage of new goods introduced by National Biscuit Company. They know that the quality of the goods is beyond question and that they will be widely advertised.



SNAPAROONS—our newest product—are now on the market. Order a stock of SNAPAROONS now. They have a rich cocoanut flavor and retail at 10c a package.

## NATIONAL BISCUIT COMPANY





spring. Don't delay until some compellingly persuasive demonstrator has gotten your husband on the string, and had him out two or three times in the most captivating 1915 model, and considers the sale as virtually made. Don't let another day pass before beginning to switch your man off the track of a new car and onto the track of fixing the house. Perhaps you might casually remark, "The machine is beginning to look a little old, but it runs all right and is perfectly good for a year or two more. Of course we'd all like a new one, but you feel that we must do something for the house in the spring—it certainly won't answer to put it off any longer." Come out with emphasis on the necessity for the building repairs and get your husband to talking with the carpenter and the painter just as soon as possible, and before the auto men get after him.

Dear sister, the same principle applies in dealing with others besides husbands—with boys and girls, with young people, with every one. If you have to refuse a child a request, do so at once, before the little one has set his heart on the coveted treat. If it is necessary to break up a love affair, take it in the beginning, before the attachment has become deep and strong. Remember that no self-respecting person, old or young, likes to show himself or herself a quitter.

Perhaps, Madam, you have the kind of mind that dislikes to come to a decision quickly. You would rather drop a subject into your brain and let it soak and simmer, so to speak for several months, and then take it out and look at it leisurely from at least five hundred points of view before reaching a final conclusion. You can't indulge these tendencies if Fate has placed you with people whose thinking is all done at lightning speed. You will simply have to get a move on your own mental operations. Remember what counts isn't how sagely wise an opinion you can form if you use all the deliberation that is required for a Supreme Court decision; but rather, the degree of level-headedness and farsightedness you can bring to bear on the questions that are coming up every day, and do it in time to do some good—in time not to do more harm than good. Quillo.

#### Counterpanes as Cupid's Aid.

Our department had got into a rut. We were not making sales and were all fault-finding and grouchy in consequence. One day a new girl was brought in who hadn't been there a day until we knew that, although well educated, her ignorance of business was appalling, yet all were in love with her. Her smile was contagious, her optimism enveloping, her admiration for ability of any kind invigorating. We all had to help her, censor her sales slips, etc., and this alone created in the section a new atmosphere of team work that helped all our sales.

Bee was still green when one day an old, old lady assisted by a rather

bored looking young man came to her and asked for something. Bee directed her to the notion counter. In a minute I saw them coming back and asked what the lady wanted. She answered: "Counter pins."

"Counterpanes, child. Bedspreads," I said.

The old lady came up.

"Young woman, can you show me some counterpanes now, after sending me to the notion counter to be laughed at?"

"I beg pardon, I never heard bedspreads called that before."

"Isn't it a good name?"

"It is a very nice name, but I cannot see any connection between it and a bed cover," said Bee.

The young man doubled up with laughter, we were all giggling, and even the old lady's eyes twinkled. She bought a spread and Bee predicted that would be the last she would ever see of her. But it was not.

Bee's charming personality boosted the whole department, and, by her intuitive judgment helped to boost me into the office, where I rightfully belonged, and another girl into a department where she has risen rapidly. I wish I could say that Bee had done the same for herself, but I cannot, for she didn't. She married the young man of the "counter pin" incident, and is the happiest, jolliest wife and mother of my acquaintance, and her mother-in-law adores her. M. D.

An ounce of prevention is better than a ton of remorse.

## Trade Stimulators For Price Advertising

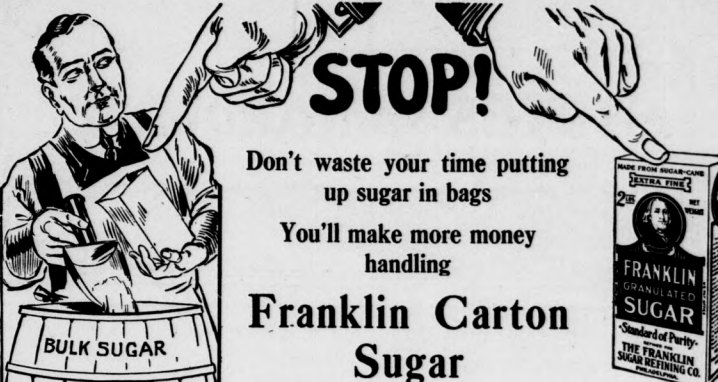
Our monthly catalogue of General Merchandise abounds with these.

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

### Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



**STOP!**

Don't waste your time putting up sugar in bags  
You'll make more money handling  
**Franklin Carton Sugar**

Consider the cost of twine, bags and time, and remember that you are also confronted with the overweight problem in doing this work yourself. **FRANKLIN CARTON SUGAR** is weighed and put into the cartons by automatic machines in our refinery—eliminating all "factory work" for the grocer. It will pay you to sell **FRANKLIN CARTON SUGAR** because your customers know it is clean, pure and protected from all contamination.

Make your sugar business bigger and more profitable by pushing the sale of **FRANKLIN CARTON SUGARS** which include **FRANKLIN GRANULATED**, **FRANKLIN POWDERED**, **FRANKLIN DESSERT** and **TABLE**, **FRANKLIN XXXX CONFECTIONERS'** and **FRANKLIN CUBE SUGAR**; all the fast selling grades, 1 lb., 2 lb., 3½ lb. and 5 lb. cartons—all convenient sizes for customers—packed in 24, 48, 60 and 120 lbs. containers—all for your convenience.

**THE FRANKLIN SUGAR REFINING CO.**  
PHILADELPHIA

# FLOUR

is the cheapest food product on the market

#### OUR WELL KNOWN BRANDS

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

Call up our Flour Department for some attractive prices.

### Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN





**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.

#### Harking Back to an Age of the Past.

There is a marked tendency nowadays among progressive hardware dealers to add any new line that will produce a profit. Such dealers are not bound by precedent. They don't enquire whether the article in question has been handled by the hardware trade before or not. It's merely a question of profit and expediency. So, while the individual dealer's stock may not show a great assortment of goods, if all the articles sold by the hardware trade throughout the country could be assembled in one place, there would be a motley array of goods ranging from a paper of pins to the highest power gasoline engines and pumping outfits, or even threshing outfits.

Decreased profits on regular and staple lines are compelling hardware dealers to add lines that show greater profits. One of these new lines of merchandise, yet one which antedates hardware stores, is fireplace sets. These were popular during the days of our forebears in the eighteenth and early nineteenth centuries. Architectural styles and interior decorating are going back to colonial days and borrowing their more distinctive features.

The modern home with its furnace heat is far more convenient than the old-fashioned fireplace. But every modern home now includes a fireplace around which the family gathers in the evening, listening to the crackling of the logs as the flames shoot up the flue and the glowing embers add coziness to the occasion. The present day home demands all the paraphernalia of our great grandparents' time.

A fireplace set includes a nice assortment of articles. There are old-fashioned andirons made in a new way; screens that shield the fire when the heat becomes too intense; brushes to sweep up the ashes that occasionally get on the tiling; ornamental brass shovels and pokers that add to the attractiveness of living room furnishings; ornamental baskets for wood and coal, and bellows that encourage tiny sparks to grow into heat-giving flames, besides a variety of smaller items.

Now is a particularly suitable time for suggesting sales in this line. New homes are being finished and furnished. People are settling into their winter quarters and putting their homes

on a winter footing. Anything that suggests comfort for the forthcoming comfortless months will at least receive the consideration of customers. This is a line which can be used for a window trim, without any great trouble or tax upon the window decorator's originality. Sales in the smaller towns probably would be so few that it wouldn't pay to handle this line, but in the town of a thousand or fifteen hundred people there are a number of pretentious homes, the owners of which would welcome suggestions of this kind.

#### Wing Shun's Note.

A woman going away for the summer received the following note from her Chinese laundryman, to whom she had sent word that he need not call at her house for laundry work until her return in the autumn:

"Dear Lady; Wing Shun sends sorry regrets on you go way. Hopes you have happy good time and need some more washing when you get home. Glad to wash you some more then. All business dull in summer time some more for so many like you to go off and stay one, two, three some 4 munts. Bad for Chinaman; good for lady. I hopes you write me letter or say on tellyphone when you return back all dirty clothes in trunk and I come some more.

"With love,  
 "Wing Shun."

#### He Knew Better—Later.

An old man living near Allegan was leading two lively calves out to early pasture one spring morning. When he came to the field he tied one calf to one of his boot straps and the other to the opposite strap while he opened the rickety gate. The calves ran away. When he was picked up his wife asked him: "Didn't you know any better than to do such a foolish trick as that?" "Yes Ann," he answered, "I hadn't been dragged four rods before I saw my mistake."

Many a cook who has a good range is unable to sing.

#### The Ventilation of School Rooms Is a State Law Requirement

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

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

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

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

## Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and  
 Ellsworth Ave.

Grand Rapids, Mich.

## Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

## 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

## 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 MEAT MARKET

### The Show Window of the Butcher.

Attractive window displays are rapidly becoming more and more popular in the retail meat market. This is especially true since the weather has grown cooler. Many butchers are having their windows retrimmed every Saturday in the hope of catching a larger proportion of the transient trade, which is usually larger than usual upon that day.

In some shops these displays are quite artistic and attract a great deal of attention. One small shop I know of, which has only a single show window, is noted for the displays which it makes at all times of the year. In summer this shop uses attractive signs, flowers and brightly-colored ribbons (paper, of course), with a few smoked hams or shoulders. Fresh meats are used very sparingly in warm weather, except perhaps a few large platters properly decorated. On the one may be a pair of fowl or fancy roasting chickens; on the other, a prime piece of roast beef, etc.

As the weather grows colder more fresh meats are displayed; but the meat is never crowded together, nor are the pieces piled on top of each other, so that even though the window always looks full there is never very much perishable stuff in it.

This shop does not believe in the use of prices on the meat in the window. The butcher contends that it is best to simply place small tickets on the goods, giving the name, such as "Fancy Fowl," "Prime Rib Roast," or "Jersey Pork." In this way, he says there is no chance for a misunderstanding and all concerned are satisfied.

Some butchers—few, I am glad to say—use the window display to try and deceive their trade. Here is an experience I had the other day: In one window I saw turkeys attractively displayed and sandwiched in between them a number of roosters that had had the spurs carefully chopped off and the heads twisted behind the wings so that they could not be seen. In fact, the ordinary consumer would imagine that they were turkeys. In this window all the roosters had a nice sign on reading "16 cents per pound." The turkeys, of course, were not marked. Now, the deceit comes in in giving the impression that the butcher is selling turkeys for 16 cents a pound. After looking at the display for a moment I went into the shop and asked the man behind the block what he was getting for turkeys. He promptly replied that the price was 25 per cents per pound. Assuming astonishment. I told him that he

had 16 cents marked on the turkeys in the window. He looked at me a moment and then explained that the birds in the window with 16 cents marked upon them were fine soup chickens and I could have them for that price, but his price for turkeys was 25 cents.

Before I went out I was sarcastically informed that I ought to know better than to expect to find turkeys at 16 cents a pound, and that if I had used my eyes properly I could have seen the difference between turkeys and roosters. As a parting shot this butcher informed me that I was one of those "smart Alecks" who thought I could get him to sell me a turkey for a rooster price. His last remark was funny. The fact that his window display was a misrepresentation never entered his head. The fact that it gave people an impression of low prices which really did not exist, and were used as a coxer to get the transient trade to come into the shop, appeared to be all correct to him.

Another window display I came across the other day which looked very effective, and no doubt was as far as it went, was of legs of lamb and mutton. The whole window was full of them. The mutton and lamb were hung alternately, with a 16-cent ticket on the mutton and no price on the lamb.

When I went into the market and picked out a leg of lamb I found that it would cost me 20 cents. When I asked why the one next to it was only marked 16 cents, the explanation went on like this: "Those marked 16 cents are Canada lamb; those with no price on are legs of spring lamb, and will cost you 20 cents."

Anyone could see the difference, he went on to remark, but it never entered his mind that his display was doubly deceptive, as the "Canada lamb" was plain ewe sheep. A fake name and a fake display was how that butcher was bidding for trade.

Luckily only a few butchers work tricks like this, but at the same time these few do great harm to the large majority of butchers who conduct their trade upon a legitimate basis. Every butcher should unite with his fellow tradesman to show such practise up and do away with it once and for all.—Butchers' Advocate.

### The Old, Old Story

The Tradesman recently warned its readers to avoid having any dealings with Frank A. Brown, who was engaged in business in the Celery City

under the name of the Kalamazoo Egg Co. Brown recently left the city, ostensibly to secure additional capital. Since his departure, the business has been discontinued, the fixtures have been removed and it is the impression of those consulted that he will not return. He left numerous unpaid bills, also considerable indebtedness for shipments made by country merchants who do not take and read the Tradesman and are thus unable to avail themselves of its warnings.

### Warns Poultry Dealers.

Warning against a repetition of last year's experiences, when many poultry dealers were financially ruined and tens of thousands of pounds of chickens, turkeys, ducks and geese were sent to the crematory because of their alleged unfit condition, has been issued by the Department of Agriculture to poultry shippers throughout the country. The blame is placed on the man who killed, picked, chilled and packed the poultry and sent it to the market.

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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



### MAAS BROTHERS Wholesale Fish Dealers

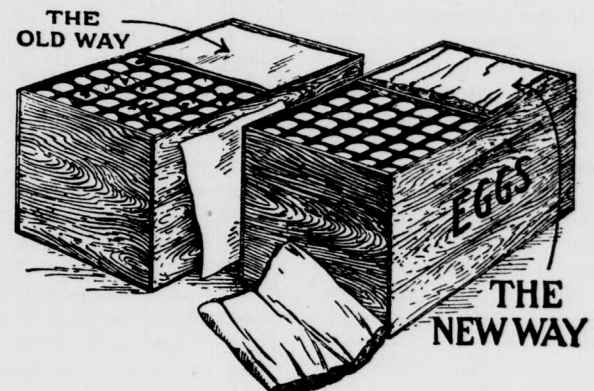


Sea Foods and Lake Fish  
of All Kinds

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

## Prevent Breakage by Using Egg Case Cushions

We Have Them. Do You Want Them?



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

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

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

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

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

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

Our Facilities are such that Promptness is our slogan.



## "Kalamazoo" Customers always "come back"

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

### Kalamazoo Loose Leaf Binder Company

Manufacturers of the Famous *Kalamazoo* Loose Leaf Binder Kalamazoo, Michigan





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.  
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 Grand Sentinel—W. Scott Kendricks, Flint.  
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 Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.  
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### The Sky-Rocket Salesman Not a Salesman.

Nearly every phase of salesmanship has been made an exhaustive subject of discussion at some time or other, but all too little has been said or written concerning the Wear-well salesman. Just here, however, while we are attempting a description of the negative types, the Sky-rocket looms up as the opposite of the Wear-well class, those who serve as beacon-lights along the shore of salesmanship.

The mariner attempting to guide his ship safely into harbor on a dark and stormy night would become hopelessly lost in his bearings with nothing but sky-rockets to beckon him into haven. The steady glare of the trusty light on the rocky point is his one hope.

Sky-rockets are used at sea as signals of distress to attract the attention of passing ships or of the life-saving station, to their helpless condition.

The Sky-rocket salesman is ever a signal of distress, causing much concern to the unfortunate house with which he is connected. A flash in the pan; a streak of light; an outburst of sparks; a thin line of smoke marking its meteoric course; a smell as of something burning—and all is over but the drop of the stick; and who can predict where that will alight?

With a crash and a thud his presence is announced among the list of "also rans," whose breakdown on the course prevented his finishing the race. Happily this type of salesman is gradually disappearing, thanks to the exacting business methods of the present strenuous day.

But the occasional flash of the Sky-

rocket on the horizon of professional salesmanship is sufficient cause for reflection to the sales manager, suggesting the necessity of pointing out the true way to ultimate success, which is possible only by sure-footed methods, infinite patience, undaunted courage, and unblemished integrity.

Even when a salesman understands his line thoroughly and knows how trade conditions stand, much depends on the personal qualities he brings into play when interviewing people.

Selling goods of even the highest class is arduous work. The salesman must see that he brings to his task the necessary strength of character. In no other line of business is a man so quickly reduced to his right level as in salesmanship. He cannot live for long on a false plane.

In brief, salesmanship is a profession that finds room for all kinds of minds. But a man ought not to rate himself too highly at first. When he succeeds in a small way he assuredly will be asked to fill more important positions.

It is rarely the case that the Sky-rocket salesman is designedly unprofessional in his methods. He is by nature oftener imprudent, or unacquainted with the characteristics of the finished salesman, which are produced only in the school of human endeavor taught by Master Results.

Again he may be the victim of bad training, the result of unrestricted latitude in business-getting.

It is a regrettable fact that some employers are not very scrupulous and exacting as to the ways and means employed by their salesmen, so long as orders are forthcoming.

They wink at the means, satisfying their consciences with the fallacious saying that, fair or foul, it is justified by the end.

Houses that tolerate such methods, although they do not actually encourage them, generally find themselves victimized by their own men. Sooner or later either the sheriff or the receiver takes charge, leaving the unfortunate salesman to drift into other pursuits, or perchance find his way into the sales force of a competitive institution, where for the first time in his career he is given a real introduction to legitimate, high-grade selling and merchandising methods.

Here the work of the resourceful sales manager is put to a true test. If the subject over which he labors possesses in any degree the rudiments necessary to the making of a successful salesman, the make-over process of true selling education, based

on knowledge, character, and honesty, begins.

The reward for time thus expended affords a peculiar sense of gratification to the manager and his house; and to the salesman unbounded happiness, and true-blue loyalty on being won over to a sphere of genuine usefulness to himself and others.

The disaster that may be expected to result from bad training in salesmen is exemplified in the experience of a competitor to our firm. The proprietor of that house was a pioneer in the business, and made considerable money in his day. Being an old man, however, he could not adjust himself to modern methods. Competition became too strong for him, and he finally was forced into bankruptcy. The business was taken over by his son, who secured enough money from his wife's people to settle his father's indebtedness at about 25 cents on the dollar. The younger man possessed some of his father's peculiarities, which bordered on the lack of principle. His remaining assets were in the nature of a college education that he did not seem to know what to do with, and a skimmed-milk knowledge of the business.

In spite of these handicaps, he surrounded himself with a fairly capable staff of salesmen, and he really had a working chance to make a success of his undertaking. He started in to manage his business from an office chair, and that kind of management soon runs its course. Like the foolish man who turns on the light to look for a burglar, he stood out boldly in the glare of his impractical methods, while his salesmen worked out his ruin, doing about as they pleased, secure in the shadow of their graft. Those of the men who had been upright soon lapsed into careless indifference. Others robbed their employer under his very nose, with little fear of prosecution, because he was in such bad financial straits that he did not dare to make a move. In three years ruin and disgrace fell upon that house, and it was again forced out of business, this time for good.

By no means are all Sky-rocket salesmen worth the effort to save them, but this can be determined only by giving each a fair chance.

The trying-out process will usually demonstrate that they possess marked salesmanship ability, which is susceptible of high culture under the right tutorage.

To harness their enthusiasm with judgment, create in them singleness of purpose, impregnate their selling-talk with logical, honest arguments, and endow them with wear-well qualities requires patience; but all this is possible of accomplishment under a firm hand.

Is it worth while?

Certainly. The best salesmen any house ever employed are secured in this way; but there must be a good foundation to build on. The trouble is, many employers will not be bothered with this class. As soon as they discover their weaknesses, out the weaklings go. And what comes then?

Order-takers, perhaps, to fill their places.

Give me enthusiasm—even though perverted—rather than indolence.

Now, let us see how it works out. A Sky-rocket salesman once secured a position with my house on the recommendation of one of our old travelers who knew him by reputation as being a good man. And right here let me emphasize the fact that there is a vast difference between reputation and ability or character. "Character is what a man is; reputation is what he seemeth to be."

We fixed up a territory for our new man and started him out with our hopes keyed up to last peg.

Our confidence was shaken by a letter received before he had been out a week. He advised us, on making a certain town, that the only merchant to whom we would pass credit was trading at a neighboring house, concluding his statement with a request to send the merchant a letter under plain envelope, addressed in care of our competitor, inviting him to call and inspect our line while in the city.

We replied that we considered his request a breach of business ethics, and that our policy did not countenance such procedure, adding a few side-lights on legitimate, clean-cut, above-board selling methods.

His first trip ended with a gratifying showing in sales as indicated on the surface, and our hopes in him seemed in a fair way to be realized.

A little later, however, goods were returned from every section of his territory, with the statements, "Not ordered," or "Ordered on approval; if not satisfactory to be returned." These claims for credit were accompanied by claims for express charges, extra discounts, and all manner of things not quite consistent with fixed deals. Mr. Sky-rocket had promised to do thus and so, his customers wrote, but investigation of the order sheets sent in failed in every instance to discover any record of these special arrangements. We were continually being placed in the embarrassing position of pitting the word of our salesman against that of his customers.

We began to realize that our prize package contained a sky-rocket, but, on the whole, enough goods "stuck" to convince us that we really had a good man, provided he could be made over to do business our way. We lost no opportunity of taking him vigorously to task. We gave him to understand how we wished him to govern himself in the discharge of our affairs.

Gradually a little improvement was noticed. Complaints became less

**EAGLE HOTEL**  
 EUROPEAN  
 GRAND RAPIDS, MICHIGAN  
 \$1.00 PER DAY—BATH DETACHED  
 Excellent Restaurant—Moderate Prices

**HOTEL CODY**  
 EUROPEAN  
 GRAND RAPIDS, MICH.  
 Rates \$1 and up. \$1.50 and up bath.



frequent and his sales continued to increase; but at best he was nervous. He got mad at little "cropy" customers because they did not buy enough goods to suit him; then he would vary the programme by writing in that this or that line was not up to standard. When he had exhausted his regular line of specialties, he would wrangle about his expense account. He was always "out" in making a settlement to the house, notwithstanding that it was expressly understood from the beginning that his daily allowance was not to exceed a stipulated amount.

Training that man was more like an experience in fitting two lengths of stove-pipe than anything I have ever undertaken. As soon as one side was nicely adjusted it would bulge out on the other. If you have ever done any stove-pipe fitting, you know that it is the most exasperating work that man was ever engaged in. Finally, with the aid of many heart-to-heart talks, we convinced him that there was but one way in which he could ever hope to build a safe and sound career; that he would never again have so good a chance to make the best of his opportunities in life; that if he failed to make good with us, the crisis in his business career would have been reached, then would come the reaction in a down-grade pace that all the influence in the world could not check.

The turning-point came at last, and with it the admission from Mr. Sky-rocket that it was indeed a revelation to him to see the manner in which our business was conducted, his great regret being that he had been deprived of such training earlier in life.

His territory, which was generally hated, was in "the enemy's country." Under the new life that our made-over salesman gave it, however, it developed into one of the best selling-assets of the house.

The salesman who secures patronage for the moment by over-colored propositions and loosely fixed principles does no lasting harm to either his trade or his house. He merely fools himself.

If Mr. Sky-rocket will stop cheating himself and look honestly into his career, he can read there pretty accurately what is going to happen to him.

And best of all, not only can he foretell his own business fortune, but he can control it, if he will be guided and warned by the weaknesses written on the pages of his own personality.

If you are a Sky-rocket salesman, don't look at the picture of your past misdirected effort in a careless kind of way.

Don't say, "I'm just as good a salesman as So-and-so." I know lots of people who might well investigate their own characters. When you retire for the night look into your own methods, study your own weaknesses. Tell yourself truthfully just where you fell down on this or that transaction, and follow along the lines of your misconduct to the inevitable end. If you are the least bit a philosopher,

you can see that the end will be failure and discharge, unless you are sincere, and mean to be guided by what you can see in your character study.

Make a new and determined effort to put yourself under the sort of control that leads to riches and honor.

W. D. Moody.

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#### Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 10.—William E. Lovelace spent Saturday and Sunday in Chicago on business.

F. E. Scott and family expect to move soon from Horton avenue to Antisdel court. Gene has lived on Burton Heights for five or six years and his many friends regret that he and his wife and daughter are going to leave that part of the city.

W. H. Fisher has returned from Chicago, having been called there by business in connection with his house, Armour & Company.

Report comes from Grand Secretary Richter that Grand Rapids Council is again the largest council in the State. This showing is as it should be, as Grand Rapids has a large percentage of the live wire salesmen in the State. At the last meeting three new members were elected, as follows: E. A. Crandall, Douglas Clark and John Nichol.

P. Fred De Graff is now located permanently in the city.

The next U. C. T. dancing party will be held at the U. C. T. rooms Saturday night, Nov. 21. All members are cordially invited to bring their friends.

Claud Lawton has been appointed a member of the executive committee of 131 to succeed H. C. McCall, who resigned.

The next regular meeting of the Bagmen will be held at the association rooms next Saturday evening, Nov. 14.

The toilet in the Grand Trunk depot at Ionia is reported to be very unclean and insanitary. We suggest that our transportation committee communicate with the Grand Trunk officials with a view of having this condition remedied.

John Schumacher was in Chicago three days last week, getting Christmas samples and posting himself on new prices.

John D. Martin reports that his home has been resembling a hospital this last week. His little daughter, Caroline, has been seriously ill with an infection in the arm and later in the week Mrs. Martin was taken sick with a nervous trouble. Both are better at the present.

Messrs. Harwood, Rockwell and Johnson, of our local Council, attended the big Michigan-Pennsylvania foot ball game at Ferry Field last Saturday and witnessed Michigan pile up a score of 34 to 3 against Pennsylvania. Mr. Harwood lined up with his sympathy and backed his judgment that Pennsylvania would win. Consequently, Mr. Rockwell came home with more change than he had when he left. After the excitement of the game, Mr. Rockwell said he wanted to locate a quiet place to spend Sunday so he went over to (howl) Howell.

Fred A. Sawyer, Jr., who conducts a successful feed and seed business at Allegan, is spending a couple of weeks with his brother-in-law, D. Schurer, of Gaylord, hunting the antlered tribe in the wilds of the Upper Peninsula.

A new cafe has been opened at Grand Haven under the name of the Colonial cafe. This place meets the approval of all who have sampled it and is being well patronized by the traveling men and the town people. The proprietor, F. W. Stringfellow, is appreciative of the nice business he is getting and says he aims to run

a place which for cleanliness and good food can not be beat in the State.

E. J. Hart, who has charge of the tea department of the Worden Grocer Co., spent a week with Pete Anderson, covering Northern Michigan territory, and reported a most excellent business.

E. E. Kraai (Worden Grocer Co.) Geo. D. Hume (Hume Grocer Co.) and J. A. Billingshurst, Cashier of the Lumberman's Bank of Muskegon, spent the week end bird shooting at Rainbow. All had a fine time and brought home a nice string of birds.

State Insurance Commissioner Winship is to be commended for his proposed investigation of all insurance companies in the State which were interested in the constitutional amendment submitted at the last election. Mr. Winship states that if any of the companies used company funds to assist in the adoption or defeat of the amendment they will be prosecuted.

Will E. Sawyer.

#### What Some Michigan Cities' Are Doing.

Written for the Tradesman.

Ann Arbor turned down the proposition to expend \$25,000 for motorization of the fire department.

With Allegan schools closed because of a smallpox scare, Otsego schools closed because of diphtheria and Berrien, Van Buren and other counties locked up in a hoof and mouth quarantine, it would appear that Southern Michigan is having trouble of its own.

The Copper Country Commercial Club is negotiating to secure six manufacturing concerns for the copper district.

Flint voted down the proposition to bond for more sewers, also the plan to build a subway at Leith street and the Pere Marquette Railroad. The proposition to continue the street paving work carried.

Removal of trees along the streets when necessary to erect poles, wires, or to install pipes, etc. is reserved as one of the rights of Marquette in a new ordinance. Property owners must be given notice of such intention however and they have the right to be heard in protest.

A 5 cent theater of Greenville is making lavish use of paint and chalk on the sidewalks to advertise its show and the Independent of that city calls it "a disgrace to any well regulated municipality." As the editor well says: "What a beautiful system of exploitation of different kinds of business we would have if our entire main street was used for this purpose."

Pontiac carried its \$7,500 bond issue for a garbage reduction plant at the recent election. For years the garbage has been dumped upon farm lands in adjoining townships. The reduction plant will be built on the city's property out Mt. Clemens street.

Saginaw county must worry along with its old jail, although the State Board of Corrections and Charities has condemned the building repeatedly. The \$100,000 bonding proposition for a new structure carried in the city, but was defeated by the farmers.

Municipal garbage collection and the installing of an incinerator at Lansing lacked thirty-one votes of the necessary three-fifths and there will probably be a recount of the ballots.

A branch of the Spies public library of Menominee will be established in the Seiman grocery store of that city.

The Upton Machine Co. has absorbed the American Tool Works, at St. Joseph, and the products of each factory, washing machines and air guns, will be disposed of by the one force of salesmen.

The town of Clarksville, in Ionia county, has formed an Improvement Association, with officers as follows: President, Dr. J. A. Warner; Vice-President, G. E. Marvin; Secretary-Treasurer, M. T. LaMonte; Directors, Ernest Nash and E. F. Cool.

Pontiac has been asked for a franchise to furnish electric light and power by the Oakland Power Co.

The National Refining Co., of Cleveland, has bought two acres of land at Kalamazoo and will make that city a distributing point for its products. A large warehouse and oil tanks will be built and several traveling men will work out of Kalamazoo.

Owosso factories are running full time, with indications of a prosperous winter.

Almond Griffen.

#### Recent Hotel Changes.

Nashville—Will Dean, of Vermontville, has bought the hotel from George McQuit and taken immediate possession.

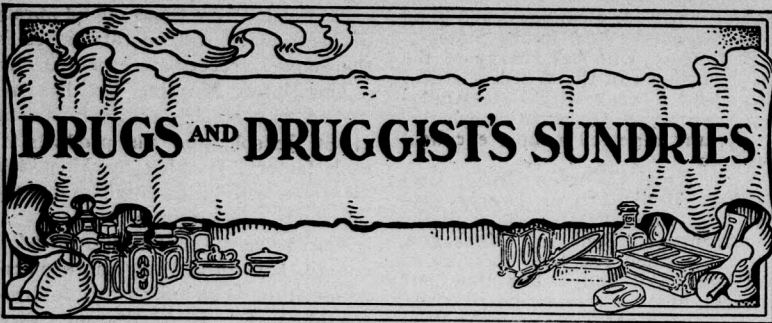
Kalamazoo—The Rickman Hotel is doing a great deal of repair work at the present time in the way of expansion. The dining room will be remodeled to some extent. It is planned to add at least twenty-five rooms to the present capacity.

Eaton Rapids—The management of the Riverside Inn has passed into the hands of H. L. Norton, who has bought out the interest of Mrs. Harry Beedon, who has conducted the hostelry since it was opened about two years ago. Mr. Norton has already taken possession of the Inn, and Mrs. Beedon, who is interested in a millinery business here, will devote her time to that enterprise.

The report from Lansing to the effect that Landlord Kerns, of the Hotel Wentworth, is backed by the Michigan Hotel Keepers' Association in his attempt to have the Henry law declared unconstitutional will serve to open the eyes of the traveling public relative to the ulterior motives of that organization. When the organization was effected, a few months ago, it was heralded with a flourish of trumpets that the Association wanted to work with the traveling men in bringing about a better understanding between the hotel keepers and the traveling public. If it is a fact that the organization is furnishing funds to contest the Henry law, the sooner the fact is generally known the better prepared the traveling men will be to pass on the good faith of the men who are responsible for the inauguration of that organization.

Bert Everhart, who has handled the teaming for the Judson Grocer Co. for the past twenty-two years, is succeeded by John Brunner, of Howard City. Mr. Everhart retires on account of ill health.





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

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

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

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

#### The Trade of the American Woman.

The American woman and her alleged passion for bargains have been made the butt of many coarse jokes by the roughneck division of cartoonism operating in the colored supplement of the Sunday Prevaricator. She is pictured by the so-called caricaturists and the crass jokesmiths of the press as being bargain wild, rampant and grabbing for bargains as a cocaine sniffer grabs for the joy dust when once he has located a supply. These fellows leave the inexperienced man to infer that she is wild to come loose from the coin for anything that is shown her—even junk that a burglar would not take—provided it is marked down to 60 cents. No more erroneous idea has been promulgated within the memory of man. These chaps know as much about the exchequer of the American family as Robinson Crusoe knew about infantile paralysis. It is probable that the American Queen should not have the ballot because she might want to put a hand-embroidered ruffle around it, odorize it with Mary Garden perfume and come around to the polls and change it several times. Probably she does not understand the currency bill (who does?) and thinks the tariff belongs to the turtle family. She uses considerable valuable time trying to get a parchment vellum envelope that matches a two-cent stamp. Still the man who has accumulated an assortment of experiences from his years in the retail business can not help but know that the women of this country are not only the shrewdest judges of values but they spend the heavy half of the money that goes in the retailer's till. To understand thoroughly the proposition of selling a woman exactly what she wants and giving her satisfaction is to be a wizard of modern merchan-

dising. The man who can do this is a long way from the sheriff's sale. A woman appreciates merit in the goods and she appreciates a merchant who is not only willing but able to tell her the truth about the wares he offers for sale a thousand times more than does a man. A woman is more exacting in her demands of a merchant than a man is. When a store advertises service a woman expects nothing less than that word means. When a clerk says, "Mrs. Brown, your packages will be there in five minutes," six minutes won't do. Whereas a man can't remember whether the clerk said "in five minutes" or "next Tuesday afternoon." Courtesy and care in catering to the wants of women are the mainstays of success and neither of them are expensive. They are equally efficient be the woman the wife of a plutocrat or a plumber or the manager of an institution for homeless cats. A woman is a woman so far as the merchant is concerned. She presents the same assortment of whims whether she is buying rare perfumes and expensive facial beautifiers or ten-cent soap and safety pins. She asks the same searching questions about a five-cent jar of vaseline that her more fortunate sister asks about hand-carved ivory toilet equipment. But since she is the chief spender of the American family there is one and only one thing to do, and that is to study her, master her peculiarities and learn to please her. The study of the American woman has been almost wholly neglected by the drug trade. She is probably best understood by the department store and least understood by the retail drug trade. Which state of affairs has lost the drug trade millions of dollars that it might as well have had. Every druggist within the domain of the stars and stripes has had a fighting chance to sell her Parke, Davis & Co. tooth paste (sold by druggists only) instead of allowing the bargain girl in the department store to sell her tooth paste made by somebody and company, thus getting away with a piece of coin that the druggist had a chance to get.

I have no fight to make on the department store, as I have always held that the business rightly belongs to the man who can get away with it. I believe, however, that the drug trade belongs in the mutt section for not having a better knowledge of the chief spender of American millions. Woman appreciates inside information, she loves detail and accurate delineation of the merits of the goods she buys, be they silk or satchel

powder, satin or Sal Hepatica. To patiently tell her what they are made of, the method of manufacture and the best mode of administration is to bring her back for more information and purchases. If she wants to know about a piece of worthless merchandise, tell her it is no good, then if she persists in buying it she demonstrates to herself with her own hands the truthfulness and wisdom of your information. The price is not the only thing that appeals to a woman in her purchases. She wants value and many times she buys cheap goods that are high at any price because nobody has taken the trouble to tell her and explain to her that it is economy to pay twice as much for a better grade of the same article in merchandise with which she happens not to be acquainted.

The retail drug trade, the very people who have the best opportunity to control the trade of women on the lines they carry, seems furthest behind and stingiest with its information. An educated pharmacist on whom a state board has set its seal of approval as being competent to combine the remedial agents that are to alleviate pain and arrest disease. He who knows the ingredients of a face cream as well as the method of manufacture and the best method of application is admirably equipped to tell Mrs. Smith what she wants to know about anything in the store. But this educated man with all his wisdom allows another fellow to enlighten Mrs. Smith. The chap who is to put Mrs. Smith wise is one whose complete education consists of his ability to write a sales ticket and figure a 3 per cent. discount without suffering from overworked mentality and to tell her that the corset department is on the ninth floor. His knowledge of face cream is complete in the fact that he knows it costs \$4 the dozen and sells for 46 cents a jar. The educated pharmacist is prone to let the department store sell the American woman toilet requisites day in and day out, when, if he would liberate a little pent-up information, he could switch the coin to his own coffers. If the Ph. G. had nerve enough to find his voice and tell Mrs. Smith that Tilden's Magnesia Cream is a most excellent dentrifice, heavy with perfect hydrated oxide of magnesia that makes it a dental detergent unexcelled, and that this preparation is made by one of the foremost manufacturers of prescription goods in the country, people with a reputation to sustain, what could Percy of the toilet goods department, sixth floor, second turn to the right, elevator number four, do with a competitor like this? Percy does not know whether his Rosemont Dental Cream is made of barnyard whitewash or grows on a vine in South Carolina. He knows it is made by somebody, "Doncher know," because he saw somebody's name on the package. As soon as he adjusts his glasses he discovers that it is for the teeth, contains 3 per cent. ethyl alcohol (he wonders who-in-ell is Ethyl and what she has to do with it), and that it is guaranteed under

the joke of June the 30th, 1906. Made by the Jumbo Tonsorial Supply Company, Jerkwater, Pennsylvania. It is a notorious fact that the American woman is always on the hunt for somebody who can tell her what she wants to know and do what she wants done. The American department store has gone furthest in an endeavor to meet these requirements and as a wage—for its work and effort in this direction—it has practically annexed the good will and the trade of the American Queen whose greatest problem is to get the most value for the pay check or the dividend as the case may be. The American woman is a rather wise financier, although some of her transactions would queer her in a money-saving contest. She pays \$7 the pair for walking shoes and considers it economy, and it is economy; but she pays 19 cents for a pint of peroxide—or rather it is labeled peroxide—and gets no value at all unless she needs the empty bottle for some purpose. She has learned about shoes from actual experience, but information on peroxide can hardly be obtained in this way. Every druggist in the country knows that real peroxide should sell about 4 ounces for 25 cents. But these druggists have guarded the secret with great diligence instead of explaining it carefully and making a 25 cent sale for themselves and saving the woman from spending her 19 cents for tap water. Druggists sometimes queer themselves in displaying their goods. Their windows look like crude illustrations of cyclone culture in Kansas. But more of us queer ourselves by the display we make of the information it has taken almost a lifetime to dig from the hard rock of experience. This knowledge if given to feminine America is not a mine, but a mint. When she wants to war on the dandruff germ or the ant bed at the back steps she calls up the store that knows things and asks them to spill some instruction about how to eliminate the pests. The druggist at this store tells her without waiting to cough or clear his throat and gets 50 cents a second for his time. If all the rules in the world for selling a woman could be hammered and rolled out into two words, these words would be "Tell Her." She loves being told, provided she is told the truth, and the merchant who tells anything but the truth about his goods is on the toboggan that leads to commercial wreck. I have seen druggists who, when asked questions about the effects of certain drugs in certain ailments, would close up like clams and act as though some stranger had asked for the password to their favorite lodge. I have seen them reel off information on every subject from psychology to safety first, but the minute a woman asked the constituents of Lysol they choked up and left her to infer that if she wanted to find out professional secrets she would have to find out from someone else, when if he had emitted some of his wisdom she might have spent a dollar. W. H. Cousins.



## WHOLESALE DRUG PRICE CURRENT

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

Acids			Mustard, true	.9	00@9	50	Ipecac	.....	@	75		
Acetic	.....	6 @	8	Mustard, artifl	4	00@4	25	Iron, clo.	.....	@	60	
Boric	.....	10 @	15	Neatsfoot	.....	80@	85	Kino	.....	@	80	
Carbolic	.....	53 @	57	Olive, pure	2	50@3	50	Myrrh	.....	@	105	
Citric	.....	75 @	80	Olive, Malaga,	.....	.....	.....	Nux Vomica	.....	@	70	
Muriatic	.....	1 1/2 @	5	yellow	.....	@2	00	Oplum	.....	@2	75	
Nitric	.....	6 1/2 @	10	Olive, Malaga,	.....	.....	.....	Oplum, Capmh.	.....	@	90	
Oxalic	.....	20 @	25	green	.....	@2	00	Oplum, Deodorz'd	.....	@2	75	
Sulphuric	.....	1 1/2 @	5	Orange sweet	3	50@3	75	Rhubarb	.....	@	70	
Tartaric	.....	55 @	60	Organum, pure	.....	@2	50					
Ammonia				Organum, com'l	.....	@2	75	Paints				
Water, 26 deg.	.....	6 1/2 @	10	Pennyroyal	.....	@2	75	Lead, red dry	.....	7 @	8	
Water, 18 deg.	.....	7 1/2 @	8	Peppermint	.....	2 75@3	00	Lead, white dry	.....	7 @	8	
Water, 14 deg.	.....	3 1/2 @	6	Rose, pure	14	50@16	00	Lead, white oil	.....	7 @	8	
Carbonate	.....	13 @	16	Rosemary Flowers	.....	@1	35	Ochre, yellow bbl.	1	@	14	
Chloride	.....	15 @	30	Sandalwood, E.	.....	.....	.....	Ochre yellow less	2	@	5	
Balsams				I.	.....	@7	00	Putty	.....	2 1/2 @	5	
Copaiba	.....	75@1	00	Sassafras, true	.....	@1	10	Red Venet'n bbl.	1	@	14	
Fir (Canada)	.....	1 75@2	00	Sassafras, artifl	.....	@	60	Red Venet'n less	2	@	5	
Fir (Oregon)	.....	40 @	50	Spearmint	3	25@3	50	Vermillion, Eng.	90	@100	00	
Peru	.....	2 75@3	00	Sperm	.....	90@1	00	Vermillion, Amer.	15	@20	00	
Tolu	.....	1 00@1	25	Tansy	5	00@5	50	Whiting, bbl.	1-1-10	@14	14	
Berries				Tar, USP	.....	30@	40	Whiting	.....	2 @	5	
Cubeb	.....	85 @	90	Turpentine, bgls.	.....	@54	75	L. H. P. Prep'd	1 25@1	35	35	
Fish	.....	15 @	20	Turpentine, less	60	@	65					
Juniper	.....	15 @	20	Wintergreen, true	.....	@5	00	Insecticides				
Prickley Ash	.....	.....	50	Wintergreen, sweet	.....	.....	.....	Arsenic	.....	12 @	15	
Barks				birch	.....	@2	50	Blue Vitrol bbl.	.....	@	54	
Cassia (ordinary)	25@	30		Wintergreen, art'l	.....	@1	25	Blue Vitrol less	7	@	10	
Cassia (Salgon)	65@	75		Wormseed	3	50@4	00	Bordeaux Mix Pst	8	@	15	
Elm (powd. 30c)	25@	30		Wormwood	5	00@5	50	Hellebore, White	.....	.....	.....	
Sassafras (pow. 30c)	.....	.....	25	Potassium				powdered	20@	25	25	
Soap Cut (powd. 30c)	.....	25@	30	Bicarbonate	.....	30@	35	Insect Powder	20@	35	35	
Extracts				Bichromate	.....	20@	25	Lead Arsenate	8@	16	16	
Licorice	.....	27@	30	Bromide	.....	@	94	Lime and Sulphur	.....	.....	.....	
Licorice powdered	.....	30@	35	Carbonate	.....	35@	45	Solution, gal.	15@	25	25	
Flowers				Chlorate, xtal and	.....	30@	35	Paris Green	15 1/2 @	20	20	
Arnica	.....	30@	40	Chlorate, granular	.....	@	40					
Chamomile (Ger.)	55@	60		Cyanide	.....	40@	50	Miscellaneous				
Chamomile (Rom)	55@	60		Iodide	.....	@3	77	Acetanalid	.....	38@	45	
Gums				Permanganate	.....	55@	60	Alum	.....	5 @	8	
Arnica	.....	25@	30	Prussiate, yellow	.....	@	50	Alum, powdered and	.....	.....	.....	
Acacia, 2nd	.....	45@	50	Prussiate, red	.....	@1	50	ground	7@	10	10	
Acacia, 3d	.....	40@	45	Sulphate	.....	15@	20	Bismuth, Subni-	.....	.....	.....	
Acacia, Sorts	.....	.....	30	Roots				trate	2 97@3	00	00	
Acacia, powdered	55@	60		Alkanet	.....	20@	25	Borax xtal or	.....	.....	.....	
Aloes (Barb. Pow)	22@	25		Blood, powdered	.....	20@	25	powdered	.....	6@	12	
Aloes (Cape Pow)	20@	25		Calamus	.....	50@	60	Cantharades po	4	00@100	00	
Aloes (Soc. Pow.)	40@	50		Elecampane, pwd.	15@	20	30	Calomel	1	20@1	25	
Asafoetida	.....	75@1	00	Gentian, powd.	20@	20		Capiscum	.....	30@	35	
Asafoetida, Powd.	.....	.....	.....	Ginger, African,	.....	.....	.....	Carmine	.....	@4	50	
Pure	.....	@1	00	powdered	.....	15@	20	Cassia Buds	.....	@	40	
U. S. P. Powd.	.....	@1	25	Ginger, Jamaica	.....	22@	25	Cloves	.....	30@	35	
Camphor	.....	65@	70	Ginger, Jamaica,	.....	22@	25	Chalk Prepared	6@	8 1/2	8 1/2	
Gualiac	.....	50@	55	powdered	.....	22@	28	Chalk Precipitated	7@	10	10	
Gualiac, powdered	55@	60		Goldenseal pow.	6	50@7	00	Chloroform	.....	37@	43	
Gualiac, powdered	70@	75		Ipecac, powd.	.....	@3	50	Chloral Hydrate	1	00@1	20	
Kino	.....	70@	75	Licorice	.....	18@	20	Cocaine	.....	5 55@6	00	
Kino, powdered	75@	80		Licorice, powd.	12@	13		Cocoa Butter	.....	55@	65	
Myrrh	.....	@	40	Orris, powdered	.....	@	40	Corks, list, less 70%	.....	.....	.....	
Myrrh, powdered	.....	@	40	Poke, powdered	.....	70@	75	Copperas, bbls.	.....	@	01	
Oplum	.....	10 50@11	00	Rhubarb	.....	25@1	23	Copperas, less	.....	2 @	5	
Oplum, powd.	14 00@14	25		Rhubarb, powd.	75@1	25		Copperas, powd.	.....	4 @	6	
Oplum, gran.	14 00@14	25		Rosinweed, powd.	25@	30		Corrosive Sublim.	1 15@1	25	25	
Shellac	.....	28@	35	Sarsaparilla, Hond.	.....	.....	.....	Cream Tartar	.....	40@	45	
Shellac, Bleached	30@	35		Sarsaparilla, Mexican.	.....	@	65	Cuttlebone	.....	@	45	
Tragacanth				ground	.....	30@	35	Dextrine	.....	7@	10	
No. 1	.....	2 25@2	50	Squills	.....	20@	35	Dover's Powder	.....	@2	50	
Tragacanth pow	1 25@1	50		Squills, powdered	40@	60		Emery, all Nos.	.....	6@	10	
Turpentine	.....	10@	15	Tumeric, powd.	12@	15		Emery, powdered	.....	5 @	8	
Leaves				Valerian, powd.	25@	30		Epsom Salts, bbls	.....	@2 1/2	30	
Buchu	.....	2 25@2	50	Seeds				Epsom Salts, less	3	00@7	00	
Buchu, powd.	2 50@2	75		Anise	.....	20@	25	Ergot	.....	2	00@2	25
Sage, bulk	.....	25@	30	Anise, powdered	.....	@	25	Ergot, powdered	2	75@3	00	
Sage, 1/2 loose	.....	30@	35	Bird, ls	.....	@	12	False White	.....	12@	15	
Sage, powdered	30@	35		Canary	.....	12@	15	Formaldehyde lb.	10@	15	15	
Senna, Alex	.....	50@	60	Caraway	.....	15@	20	Gambler	.....	10@	15	
Senna, Tinn.	.....	35@	40	Cardamon	2	25@2	50	Gelatin	.....	50@	60	
Senna Tinn powd	25@	30		Celery	.....	@	40	Glassware, full cases	80%	.....	.....	
Uva Ursi	.....	18@	20	Coriander	.....	@	25	Glassware, less 70 & 10%	.....	.....	.....	
Oils				Dill	.....	20@	25	Glauber Salts bbl.	@	14	14	
Almonds, Bitter,	.....	.....	.....	Fennel	.....	20@	30	Glauber Salts less	2@	5	5	
true	.....	6 50@7	00	Flax	.....	4 @	8	Glue, brown	.....	11@	15	
Almonds, Bitter,	.....	.....	.....	Flax, ground	4 @	8		Glue, brown grd.	10@	15	15	
artificial	.....	1 75@2	00	Foenugreek, pow.	10@	15		Glue, white	15@	25	25	
Almonds, Sweet,	.....	.....	.....	Hemp	.....	@	10	Glue, white grd.	15@	20	25	
true	.....	1 25@1	50	Lobelia	.....	@	50	Glycerine	.....	27@	35	
Almonds, Sweet,	.....	.....	.....	Mustard, yellow	16@	20		Hops	.....	60@	80	
imitation	.....	50@	60	Mustard, black	16@	20		Indigo	.....	1 50@1	75	
Amber, crude	.....	25@	30	Mustard, powd.	20@	20		Iodine	.....	4 55@4	80	
Amber, rectified	.....	40@	50	Poppy	.....	15@	20	Iodoform	.....	5 20@5	80	
Anise	.....	2 75@3	00	Rape	.....	@1	50	Lead Acetate	.....	15@	20	
Bergamont	.....	6 50@7	00	Sabadilla	.....	@	35	Lycopodium	.....	1 00@1	25	
Caieput	.....	1 25@1	40	Sabadilla, powd.	.....	@	40	Mace	.....	90@1	00	
Cassia	.....	@2	00	Sunflower	.....	8@	12	Mace, powdered	1 00@1	10	10	
Castor, bbls. and	.....	.....	.....	Worm American	15@	20		Menthol	.....	3 50@3	75	
cans	.....	12 1/4@	15	Worm Levant	.....	@1	00	Mercury	.....	@1	25	
Cedar Leaf	.....	90@1	00	Tinctures				Morphine all brd	5 90@6	60	60	
Citronella	.....	1 00@1	10	Aconite	.....	@	75	Nux Vomica	.....	@	15	
Cloves	.....	1 75@2	00	Aloes	.....	@	65	Nux Vomica pow	.....	@	20	
Cocoonut	.....	20@	25	Asafoetida	.....	@1	35	Pepper, black pow	.....	@	30	
Cod Liver	.....	1 25@1	50	Belladonna	.....	@1	65	Pepper, white	.....	@	35	
Cotton Seed	.....	80@1	00	Benzoil	.....	@1	00	Fitch, Burgundy	.....	10@	15	
Croton	.....	2 00@2	25	Benzoil Compo'd	.....	@1	50	Quassia	.....	10@	15	
Cubbebs	.....	4 25@4	50	Buchu	.....	@1	50	Quinine, all brds	35@	45	45	
Eigelon	.....	@2	50	Cantharides	.....	@1	80	Rochelle Salts	.....	5 50@6	60	
Eucalyptus	.....	@	85	Capiscum	.....	@	90	Salt Peter	.....	12@	15	
Hemlock, pure	.....	@1	00	Cardamon	.....	@1	50	Seidlitz Mixture	.....	25@	30	
Juniper Berries	2 00@2	25		Cardamon, Comp.	.....	@1	00	Soap, green	.....	15@	20	
Juniper Wood	.....	40@	50	Catechu	.....	@	60	Soap, mott castile	.....	@	18	
Lard, extra	.....	85@1	09	Cinechona	.....	@1	05	Soap, white castile	.....	@6	75	
Lard, No. 1	.....	75@	90	Colchicum	.....	@	75	less, per bar	.....	@	75	
Laven'r Flowers	.....	@6	00	Cubeb	.....	@1	20	Soda Ash	.....	1 1/2 @	5	
Lavender, Gar'n	1 25@1	40		Digitalis	.....	@	80	Soda Bicarbonate	1 1/2 @	5	5	
Lemon	.....	2 75@3	00	Gentian	.....	@	75	Soda, Sal	.....	@	4	
Linseed, boiled, bbl	.....	@	51	Ginger	.....	@	75	Spirits Camphor	.....	@	75	
Linseed, bbl. less	55@	60		Gualiac	.....	@1	05	Sulphur roll	.....	2 1/2 @	5	
Linseed, raw, bbls.	.....	@	50	Gualiac Ammon.	.....	@	80	Sulphur Subl.	.....	3 @	5	
Linseed, haw, less	55@	59		Iodine	.....	@2	00	Tamarinds	.....	10@	15	
				Iodine, Colorless	.....	@2	00	Tartar Emetic	.....	@	60	

**"FOLGER'S"**  
**GRAPE PUNCH SYRUP**  
**DELAWARE FLAVOR**

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

## “Folger’s”

### Grand Rapids, Michigan

## A Short Talk Over the

## Citizens Telephone Company's

## Copper Metallic

## Long Distance Circuits

## Often saves the necessity of a Long Trip

Connection with 200,000 telephones in Michigan.  
85,000 telephones in Detroit. 13,250 telephones in Grand  
Rapids, and still growing.

**1 9 1 4**  
**Holiday Goods**

**O**UR 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



## GROCERY PRICE CURRENT

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

## ADVANCED

Some Flour  
H. P. Beans

## DECLINED

Bulk Cocoanut  
California Limas

## Index to Markets

## By Columns

		1		2	
		AMMONIA		Clams	
		12 oz. ovals 2 doz. box	Doz. 75	Little Neck, 1lb. ..	@ 1 00
				Little Neck, 2lb. ..	@ 1 50
		AXLE GREASE		Clam Bouillon	
		Frazer's.		Burnham's 1/2 pt. ..	2 25
		1lb. wood boxes, 4 doz. 3 00		Burnham's pts. ....	3 75
		3 1/2 lb. tin boxes, 2 doz. 4 25		Burnham's qts. ....	7 50
		10lb. pails, per doz. .. 6 00		Corn	
		15lb. pails, per doz. .. 7 20		Fair .....	65 @ 70
		25lb. pails, per doz. .. 12 00		Good .....	90 @ 1 00
		BAKED BEANS		Fancy .....	@ 1 30
		No. 1, per doz. .... 45 @ 90		French Peas	
		No. 2, per doz. .... 75 @ 1 40		Monbadon (Natural)	
		No. 3, per doz. .... 85 @ 1 75		per doz. ....	1 75
		BATH BRICK		Gooseberries	
		English .....	95	No. 2, Fair .....	1 50
		BLUING		No. 2, Fancy .....	2 35
		Jennings'.		Hominy	
		Condensed Pearl Bluing		1/2 lb. ....	1 85
		Small C P Bluing, doz. 45		1/2 lb. ....	3 15
		Large C P Bluing, doz. 75		Mackerel	
		Folger's.		Mustard, 1lb. ....	1 80
		Summer Sky, 3 do. cs. 1 20		Mustard, 2lb. ....	2 80
		Summer Sky, 10 dz bbl 4 00		Soused, 1 1/2 lb. ....	1 60
		BREAKFAST FOODS		Soused, 2lb. ....	2 75
		Apetizo, Biscuits .... 3 00		Tomato, 1lb. ....	1 50
		Bear Food, Pettijohns 2 13		Tomato, 2 1/2 .....	2 80
		Cracked Wheat, 24-2 50		Mushrooms	
		Cream of Wheat, 36-2 45		Buttons, 1/2s ....	@ 15
		Cream of Rye, 24-2 .. 3 00		Buttons, 1s ....	@ 30
		Quaker Puffed Rice .. 4 25		Buttons, 1s ....	@ 35
		Quaker Puffed Wheat 2 85		Oysters	
		Quaker Brkfst Biscuit 1 90		Cove, 1lb. ....	@ 85
		Quaker Corn Flakes 1 75		Cove, 2lb. ....	@ 1 00
		Victor Corn Flakes .. 2 20		Plums	
		Washington Crisps .. 1 85		Plums in Syrup @ 1 35	
		Wheat Hearts .....	1 90	No. 3 cans, per doz. .. 1 50	
		Wheatena .....	4 50	Peas	
		Evaporated Sugar Corn 90		Marowfat .....	90 @ 1 00
		Farinose, 24-2 .....	2 70	Early June .....	1 10 @ 1 25
		Grape Nuts .....	2 70	Early June siftd 1 45 @ 1 55	
		Grape Sugar Flakes .. 2 50		Peaches	
		Sugar Corn Flakes .. 2 50		Pie .....	1 00 @ 1 25
		Hardy Wheat Food .. 2 25		No. 10 size can pie @ 2 25	
		Holland Rusk .....	2 90	Pineapple	
		Krinkle Corn Flakes .. 2 00		Grated .....	1 75 @ 2 10
		Maple-Corn Flakes .. 2 80		Sliced .....	95 @ 2 60
		Minn. Wheat Cereal 3 75		Pumpkin	
		Ralston Wheat Food 4 50		Fair .....	80
		Ralston Wht Food 10c 1 45		Good .....	90
		Saxon Wheat Food .. 2 60		Fancy .....	1 00
		Shred Wheat Biscuit 3 60		Gallon .....	2 40
		Triscuit, 18 .....	1 80	Raspberries	
		Pillsbury's Best Cer'l 4 25		Standard .....	@
		Post Toasties, T-2 .. 2 40		Salmon	
		Post Toasties, T-3 .. 2 60		Warrens, 1 lb. Tall .. 2 30	
		Post Tavern Porridge 2 80		Warrens, 1 lb. Flat .. 2 40	
		BROOMS		Red Alaska .....	1 70 @ 1 75
		Fancy Parlor, 25 lb. 4 25		Med Red Alaska 1 40 @ 1 45	
		Parlor, 5 String, 25 lb. 4 00		Pink Alaska .....	@ 1 15
		Standard Parlor, 23 lb. 3 50		Sardines	
		Common, 23 lb. .... 3 25		Domestic, 1/2s ....	3 75
		Special, 23 lb. .... 2 75		Domestic, 3/4 Mustard 3 75	
		Warehouse, 33 lb. .... 4 25		Domestic, 1/2 Mustard 3 25	
		Common Whisk .....	1 00	French, 1/2s ....	7 @ 14
		Fancy Whisk .....	1 25	French, 1/2s ....	13 @ 23
		BRUSHES		Sauer Kraut	
		Solid Back, 8 in. .... 75		No. 3, cans .....	90
		Solid Back, 11 in. .... 95		No. 10, cans .....	2 40
		Pointed Ends .....	85	Shrimps	
		No. 1 .....	90	Dunbar, 1st doz. .... 1 45	
		No. 2 .....	1 25	Dunbar, 1 1/2 doz. .... 2 50	
		No. 3 .....	1 75	Succotash	
		No. 4 .....	1 00	Fair .....	90
		No. 7 .....	1 30	Good .....	1 20
		No. 4 .....	1 70	Fancy .....	1 25 @ 1 40
		No. 3 .....	1 90	Strawberries	
		BUTTER COLOR		Standard .....	95
		Dandelion, 25c size .. 2 00		Fancy .....	2 25
		CANDLES		Tomatoes	
		Paraffine, 6s .....	7	Good .....	90
		Paraffine, 12s .....	7 1/2	Fancy .....	1 20
		Wicking .....	20	No. 10 .....	2 90
		CANNED GOODS		CARBON OILS	
		Apples		Perfection .....	10
		3 lb. Standards .....	@ 90	D. S. Gasoline .....	14
		Gallon .....	@ 3 50	Gas Machine .....	22.9
		Blackberries		Deodor'd Nap'a .....	13
		2 lb. ....	1 50 @ 1 90	Cylinder .....	29 @ 34 1/2
		Standard gallons .....	@ 5 00	Engine .....	16 @ 22
		Beans		Black, winter .....	8 @ 10
		Baked .....	85 @ 1 30	CATSUP	
		Bloomington .....	@ 1 84	Snider's pints .....	2 85
		Carson City .....	@ 1 84	Snider's 1/2 pints .....	1 85
		Wax .....	75 @ 1 25		
		Blueberries			
		Standard .....	1 80		
		Gallon .....	7 25		
		Yeast Cake .....	14		

3

## CHEESE

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

## CHEWING GUM

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

## CHOCOLATE

German's Sweet .....	22
Premium .....	22
Caracas .....	28
Walter M. Lowney Co. Premium, 1/2s .....	29
Premium, 1/2s .....	29

## CLOTHES LINE

No. 40 Twisted Cotton .....	95
No. 50 Twisted Cotton 1 30	
No. 60 Twisted Cotton 1 70	
No. 80 Twisted Cotton 2 00	
No. 80 Braided Cotton 1 00	
No. 60 Braided Cotton 1 25	
No. 80 Braided Cotton 1 85	
No. 50 Sash Cord .....	1 75
No. 60 Sash Cord .....	2 00
No. 60 Jute .....	90
No. 72 Jute .....	1 00
No. 60 Sisal .....	90
Galvanized Wire	
No. 20, each 100ft. long 1 90	
No. 19, each 100ft. long 2 10	
No. 20, each 100ft. long 1 00	
No. 19, each 100ft. long 2 10	

## COCOA

Baker's .....	37
Cleveland .....	41
Colonial, 1/2s .....	35
Colonial, 1/2s .....	35
Epps .....	42
Hershey's, 1/2s .....	30
Hershey's, 1/2s .....	30
Huyler .....	36
Lowney, 1/2s .....	34
Lowney, 1/2s .....	34
Lowney, 1/2s .....	33
Lowney, 5 lb. cans .....	33
Van Houten, 1/2s .....	12
Van Houten, 1/2s .....	12
Van Houten, 1/2s .....	36
Van Houten, 1s .....	65
Wan-Ma .....	36
Webb .....	33
Wilber, 1/2s .....	33
Wilber, 1/2s .....	32

## COCOANUT

Dunham's .....	per lb.
1/2s, 5lb. case .....	30
1/2s, 5lb. case .....	29
1/2s, 15lb. case .....	28
1/2s, 15lb. case .....	28
1s, 15lb. case .....	27
1s & 1/2s 15lb. case .....	28
Scalloped Gems .....	10
1/2s & 1/2s pails .....	16
Bulk, pails .....	13
Bulk, barrels .....	12
Baker's Brazil Shredded	
10 5c pkgs., per case 2 60	
26 10c pkgs., per case 2 60	
16 10c and 33 5c pkgs., per case .....	2 60

## COFFEES ROASTED

Common .....	19
Fair .....	19 1/2
Choice .....	20
Fancy .....	21
Peaberry .....	22
Common .....	20
Fair .....	20 1/2
Choice .....	21
Fancy .....	22
Peaberry .....	23

## MARACAIBO

Fair .....	24
Choice .....	25
Choice Mexican .....	25
Fancy .....	26

## GUATEMALA

Fair .....	25
Fancy .....	28



6

Graham Crackers Red	Label, 10c size	1 00
Kaiser Jumbles	10c size	1 00
Lemon Snaps	10c size	1 00
Mallomars	10c size	1 00
Oysterettes	10c size	1 00
Premium Sodas	10c size	1 00
Royal Toast	10c size	1 00
Saratoga Flakes	10c size	1 00
Social Tea Biscuit	10c size	1 00
Unedda Biscuit	10c size	1 00
Unedda Ginger Wafer	10c size	1 00
Vanilla Wafers	10c size	1 00
Water Thin Biscuit	10c size	1 00
Zu Zu Ginger Snaps	10c size	1 00
Zwieback	10c size	1 00

Other Package Goods		
Barnum's Animals	50	
Chocolate Tokens	2 50	
Butter Crackers NBC	2 50	
Family Package	2 50	
Soda Crackers NBC	2 50	
Family Package	2 50	
Fruit Cake	3 00	

In Special Tin Packages		
Adora, 10c size	per doz.	1 00
Festino	per doz.	2 50
Nabisco	per doz.	1 00
Nabisco	in bulk, per tin	1 75
Festino	in bulk, per tin	1 50
Bent's Water Crackers	140	

CREAM TARTAR		
Barrels or Drums	35	
Boxes	36	
Square Cans	38	
Fancy Caddies	43	

DRIED FRUITS		
Apples		
Evaporated Choice blk	10 1/2	
Evaporated Fancy pkg.		

California	15@17	
Citron		
Coriscan	18	
Currents		
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	
70-80 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 1/2	

## FARINACEOUS GOODS

Beans		
California Limas	7	
Med. Hand Picked	2 60	
Brown Holland	2 40	

Farina		
25 1 lb. packages	1 50	
Bulk, per 100 lbs.	4 00	
Original Holland Rusk		
Packed 12 rolls to container		
3 containers (40) rolls	3 20	

Hominy		
Pearl, 100 lb. sack	2 25	
Maccaroni and Vermicelli		
Domestic, 10 lb. box	60	
Imported, 25 lb. box	2 50	

Pearl Barley		
Chester	3 15	
Empire		

Peas		
Green, Wisconsin, bu.	2 15	
Green, Scotch, bu.	2 15	
Split, lb.	5 1/2	

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

Tapioca		
Flake, 100 lb sacks	5	
Pearl, 100 lb sacks	5	
Pearl, 36 pkgs.	2 25	
Minute, 36 pkgs.	2 75	

FISHING TACKLE		
1/4 to 1 in.	6	
1/4 to 2 in.	7	
1/4 to 3 in.	9	
1/4 to 4 in.	11	
1/4 to 5 in.	15	
1/4 to 6 in.	20	

Cotton Lines		
No. 1, 10 feet	5	
No. 2, 15 feet	7	
No. 3, 15 feet	9	
No. 4, 15 feet	10	
No. 5, 15 feet	11	
No. 6, 15 feet	12	
No. 7, 15 feet	15	
No. 8, 15 feet	18	
No. 9, 15 feet	20	

Linen Lines		
Small	20	
Medium	26	
Large	34	

7

Poles		
Bamboo, 14 ft., per doz.	55	
Bamboo, 16 ft., per doz.	60	
Bamboo, 18 ft., per doz.	80	

## FLAVORING EXTRACTS

## Jennings D C Brand

## Extract Lemon Terpeneless

## Extract Vanilla Mexican

## both at the same price

No. 1, F box 1/2 oz.	35	
No. 2, F box 1 1/4 oz.	1 20	
No. 4, F box 2 1/4 oz.	2 00	
No. 3, 2 1/4 oz. Taper	2 00	
No. 2, 1 1/2 oz. flat	1 75	

## FLOUR AND FEED

## Grand Rapids Grain &amp; Milling Co.

## Winter Wheat

Purity Patent	5 50	
Sunburst	6 00	
Wizard Flour	5 20	
Wizard Graham	5 20	
Matchless	5 30	
Wizard, Gran. Meal	4 80	
Wizard Buckwht cwt	3 40	
Rye	4 80	

## Valley City Milling Co.

Lily White	6 00	
Light Loaf	5 50	
Graham	2 55	
Granena Health	2 65	
Gran. Meal	2 10	
Bolited Med.	2 00	

## Voigt Milling Co.

Voigt's Crescent	6 00	
Voigt's Royal	6 40	
Voigt's Flourloft	6 00	
Voigt's Hygienic Gra-		

## ham

Watson-Higgins Milling Co.	4 80	
Perfection Buckwheat		
Flour	6 20	
Perfection Flour	5 85	
Tip Top Flour	5 45	
Golden Sheaf Flour	5 00	
Marshall's Best Flour	6 20	

## Worden Grocer Co.

Quaker, paper	5 30	
Quaker, cloth	5 40	

## Quaker's rye wheat

Voigt Milling Co.		
Calla Lily	6 00	

## Worden Grocer Co.

American Eagle, 1/2s	6 20	
American Eagle, 1/4s	6 10	
American Eagle, 1/2s	6 00	

## Spring wheat

Any Baker.		
Mazetta	5 95	
Golden Horn, bakers	5 85	
Wisconsin Rye	5 45	
Bohemian Rye	5 75	

## Judson Grocer Co.

Ceresota, 1/2s	6 80	
Ceresota, 1/4s	6 90	
Ceresota, 1/2s	7 00	

## Voigt Milling Co.

Columbian	6 50	
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## Worden Grocer Co.

Wingold, 1/2s cloth	7 00	
Wingold, 1/4s cloth	6 90	
Wingold, 1/2s cloth	6 80	
Wingold, 1/4s paper	6 85	
Wingold, 1/2s paper	6 80	

## Bolted

Golden Granulated	4 80	
New Red	1 03	
New White	1 00	

## Oats

Michigan carlots	52	
Less than carlots	54	

## 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	1 30	
Knox's Sparkling, doz.	1 25	
Knox's Sparkling, gr.	14 00	
Knox's Acidu'd doz.	1 25	
Nelson's	1 50	
Oxford	7 75	
Plymouth Rock, Phos.	1 25	
Plymouth Rock, Plain	90	

## GRAIN BAGS

Broad Gauge	18	
Amoskeag	19	

## Herbs

Sage	15	
Hops	15	
Laurel Leaves	15	
Senna Leaves	25	

## HIDES AND PELTS

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

8

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

## Pelts

Old Wool	60@1 25	
Lambs	50@ 80	
Shearings	50@ 75	

## Tallow

No. 1	5	
No. 2	4	

## Wool

Unwashed, med.	@ 20	
Unwashed, fine	@ 15	

## HORSE RADISH

Per doz.	90	
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## Jelly

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

## JELLY GLASSES

1/2 pt. in bbls., per doz.	15	
1 pt. in bbls., per doz.	16	
1 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	
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## MOLASSES

## New Orleans

Fancy Open Kettle	42	
Choice	35	
Good	22	
Fair	20	

## Half barrels 2c extra

Red Hen, No. 2 1/2	1 75	
Red Hen, No. 5	1 75	
Red Hen, No. 10	1 65	

## MUSTARD

1/2 lb. 6 lb. box	16	
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## OLIVES

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

## Stuffed, 5 oz.

Stuffed, 8 oz.	1 25	
Stuffed, 14 oz.	2 25	

## Pitted (not stuffed)

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, 23		
oz.	5 75	

## Olive Chow, 2 doz. cs.

per doz.	2 25	
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## PICKLES

## Medium

Barrels, 1,200 count	7 25	
Half bbls., 600 count	4 13	
5 gallon kegs	1 80	

## Small

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

## Gherkins

Barrels	13 00	
Half barrels	6 25	
5 gallon kegs	2 50	

## Sweet Small

Barrels	16 00	
Half barrels	8 50	
5 gallon kegs	3 20	

## PIPES

Clay, No. 216, per box	1 75	
Clay, T. D. full count	60	
Cob	90	

## PLAYING CARDS

No. 90, Steamboat	75	
No. 15, Rival assorted	1 25	
No. 20, Rover, enam'd	1 50	
No. 572, Special	1 75	
No. 98 Golf, satin fin.	2 00	
No. 808, Bicycle	2 00	
No. 632 Tour'n		



## SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 3c	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 52
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 76
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip'g, Johnson	30
Cigar Clip'g, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c	5 76
Cuban Star, 16 oz. pils	3 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	52
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	48
Glad Hand, 5c	5 76
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	94
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Killn Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	5 76
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 3 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c	5 76
Rob Roy, 10c	10 52
Rob Roy, 25c	2 10
Rob Roy, 50c	4 10
S. & M., 5c	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	6 00
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/4 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c	5 76
Standard, 10c	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	1 32
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c	48
Velvet, 10c	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80

14

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

Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30

Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40

Toothpicks	
Birch, 100 packages	2 00
Ideal	85

Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25

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

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

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

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

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

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

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

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

15

## BAKING POWDER

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



## Royal

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

## CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Master Grande	63 00
Dutch Masters, Pan.	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
Johnson's Hobby	32 00
Johnson's As It Is	33 00

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

## COFFEE

## OLD MASTER COFFEE

Old Master Coffee	31
San Marto Coffee	

## FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing)	210 lbs. .... 3c per lb.
Tip Top (Caustic)	250 lbs. .... 4c per lb.
No. 1 Laundry Dry	225 lbs. .... 5 1/2 c per lb.
Palm Pure Soap Dry	300 lbs. .... 6 1/2 c per lb.

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## Roasted

## Dwinnell-Wright Co's B'ds



White House, 1 lb.	
White House, 2 lb.	
Excelsior, Blend, 1 lb.	
Excelsior, Blend, 2 lb.	
Tip Top, Blend, 1 lb.	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	
Distributed by Judson	
Grocer Co., Grand Rapids;	
Lee & Cady, Detroit; Sym-	
onaw; Brown, Davis & War-	
ner, Jackson; Godsmark,	
Durand & Co., Battle	
Creek; Fielbach Co., To-	
ledo.	



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

## SOAP

Lautz Bros. & Co.	
Acme, 30 bars	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 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



The only  
5c  
Cleanser  
Guaranteed to  
equal the  
best 10c kinds  
80 - CANS - \$2.50

17

German Mottled, 25 b.	3 05
Lautz Naphtha 100 ck.	3 85
Marseilles, 100 cakes	6 00
Marseilles, 100 cks.	5c 4 00
Marseilles, 100 ck. toll	4 00
Marseilles, 1/2 bx toll	2 10

## Proctor &amp; Gamble Co.

Lenox	3 20
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 35

## Swift &amp; 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

Sapallo, gross lots	9 50
Sapallo, half gro. lots	4 85
Sapallo, single boxes	2 40
Sapallo, hand	2 40
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50

## Soap Compounds

Johnson's Fine, 48	2 35
Johnson's XXXX 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
Kirkoline, 24 4lb.	2 80
Lautz Naphtha, 60s	2 40
Lautz Naphtha, 100s	3 75
Pearline	3 75
Roseine	3 80
Snow Boy, 2 1/2 family	
size	3 75
Snow Boy, 60 5c	2 40
Snow Boy, 100 5c	3 75
Snow Boy, 20s	4 00
Swift's Pride, 2 1/2	3 55
Swift's Pride, 100s	3 65
Wisdom	3 80



## Public Seating for all Purposes

World's Largest Exclusive Manufacturers

## Church Furniture of Character



# 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.

\$2,500 sacrificed on the best home in one of the best locations in city. Three lots and barn. Owner is physician who was seriously injured and must change climate. Would like drug store or farm, if well rented, as part pay. Address No. 632, care Tradesman. 632

For Exchange Near Caro—Good 160-acre farm, \$2,000 mortgage, \$3,300 equity which includes about \$500 personal property. Will take stock of goods for this equity. L. J. Fasquelle, 304 Chamber Commerce, Detroit, Michigan. 678

Men Finders—Position Getters—Managers, buyers, salesmen, window trimmers dry goods, clothing, shoes, for the Rocky Mountain States. Write to-day. Interstate Company, Denver, Colorado. 679

Hotel Buyers' Snap—Palace Hotel, strictly modern; 50 rooms; only first-class hotel in county seat town of 5,000; guaranteed to clear \$1,000 per month over all expenses; expense of buyers reimbursed if not found as represented. Address Charles Brookman, Roundup, Mont. 680

For Sale—Stock and fixtures in an old-established shoe store, having good trade. No old stock. Only exclusive shoe store in county seat town of 2,000 population. Opportunity of a lifetime for a practical shoe dealer. Address Nate O. Balch, La Grange, Ind. 682

For Sale or Exchange—A farm of 160 acres improved, balance in woods and hay lands, slightly swampy. Good basement barn, house and windmill. Four miles from Reed City, and one-half mile from Oliver, Michigan. Price, \$8,000. Will sell on easy terms or take part in exchange. Address owner, Elbert J. Jenkins, Register of Deeds, Big Rapids, Michigan. 684

For Sale—Eight light Allen Sparks gasoline system. Inverted oxidized fixtures, first-class condition, at half price. Swanton Drug Co., 335 Washington Ave. S., Lansing, Michigan. 685

For Sale—A good live stock of men's and boys' clothing and furnishings, in a Central Michigan town of 2,500. This store is a money maker. There has been a store at present location for twenty years. A small amount of capital will swing this. Address 687, care Tradesman. 687

To Exchange for Clothing Stock—Good hundred-acre farm, tiled, good buildings, six miles from county seat, half mile from school. Central Michigan. Address F. A. S., care Michigan Tradesman. 688

Dry goods or department store position by all around man—Can trim windows. Address Box 22, Kansas, Ohio. 689

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. 677

Business Wanted—Am a cash buyer and want a good bargain. Give full particulars in first letter. Address Box 1261, care Michigan Tradesman, Grand Rapids, Michigan. 431

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, 34x50. 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—Fine farm 94 acres, in Southern Maryland. Every convenience. Address J. Clarence Raley, St. Inigoes, Md. 668

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

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—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

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

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

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

For Sale—Small stock of men's and boys' clothing, doing a nice business, located in a Central Michigan town of 500. One thousand will swing this. Address 686, care Tradesman. 686

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

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

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

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

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

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

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

## HELP WANTED.

Wanted—Registered pharmacist for a permanent position. Kindly state wages wanted. An excellent opportunity for a dependable pharmacist. Address No. 683, care Tradesman. 683

## SITUATIONS WANTED.

Wanted—Position by young man as grocery clerk. Eight years' experience. Best references. Address Glenard Earl, 72 Beach St., Battle Creek, Michigan. 681

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

# AND WOOD

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

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN.

## Economic Coupon Books

They save time and expense.  
They prevent disputes.  
They put credit transactions on cash basis.  
Free samples on application.

**TRADESMAN COMPANY, Grand Rapids, Mich.**



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 4.—In the matter of John E. Truman, bankrupt, Manton, the final meeting of creditors was held this day. The final report and account of the trustee, showing total receipt of \$1,145; disbursements for administration expenses and preferred claims and first dividend of 10 per cent., \$753.36, and a balance on hand for distribution of \$391.64; was considered and the same appearing proper for allowance was approved and allowed. The final meeting was then held open pending decision on several claims and for the declaration and payment of the final dividend. A final dividend of about 10 per cent. may be expected.

William A. McFarland, Ionia, operating the Dexter Hotel, of that city, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has been called for Nov. 18, at which time creditors may appear, prove their claims, elect a trustee and transact such other business as may properly come before the meeting. The schedules on file at this office show assets of \$2,000 and liabilities of \$2,378.35 and the following are listed as creditors:

**Preferred and Secured.**  
Eugene Kerstetter, Ionia ..... \$ 40.00  
L. C. Van Vleck, Ionia ..... 24.00  
Chattell Mortgage ..... 280.00  
Cadillac Auto Co. .... 175.00  
York & Idema, Grand Rapids ..... 351.82  
Young & Chaffee, Grand Rapids ..... 635.62  
C. B. Jack, Ionia ..... 24.00

**Unsecured.**  
Dr. T. R. Allen, Ionia ..... \$ 5.00  
Dr. G. P. Winchell, Ionia ..... 5.00  
Dudley Paper Co., Lansing ..... 10.00  
Saxon Liquor Co., Louisville, Ky. .... 75.00  
Seymour Cigar Co., Grand Rapids ..... 9.00  
Johnson Cigar Co., Grand Rapids ..... 35.00  
Kuppenheimer Cigar Co., Grd Rpd ..... 9.00  
R. Dave McGann, Grand Rapids ..... 24.00  
Perry Barker Candy Co., Lansing ..... 6.00  
G. Marvin, Clarksville ..... 24.00  
C. Algee, Clarksville ..... 20.00  
E. Fuller, Lyons ..... 10.00  
Furniture Co., Muir ..... 7.00  
Jonathan Hale & Sons, Lyons ..... 60.00  
Rich Grocery Co., Ionia ..... 96.00  
Guy Cone, Ionia ..... 140.00  
Rector Bakery Co., Ionia ..... 25.00  
Ionia Hardware Co., Ionia ..... 19.00  
Clyde Adams, Ionia ..... 12.00  
G. R. Ice Cream Co. .... 35.00  
Ionia Poultry Co. .... 12.00  
Ionia Creamery Co. .... 13.00  
Gold Seal Novelty Co., Chicago ..... 22.58  
Armour & Co., Chicago ..... 16.64  
Northrop, Robertson & Carrier, Lansing ..... 13.33  
Indian Refining Co., New York City ..... 2.50  
Swisher Bros., Newark, Ohio ..... 17.87  
Moyer Bros., Cincinnati ..... 125.00  
James M. Hanigan, of Ionia, doing a general grocery business at that place, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has been called for Nov. 18, at which time creditors may appear, prove their claims, elect a trustee and transact such other business as may properly come before the meeting. H. J. Horrigan, of Ionia, is in charge of the assets as custodian for the receiver pending the election of a trustee.

The schedules on file at this office reveal assets of \$2,301.05 and liabilities are listed at \$3,814.40. The following are shown as creditors:

**Secured.**  
Earle M. Hanigan, Ionia ..... \$150.00  
**Unsecured.**  
Earle M. Hanigan, Ionia ..... \$242.80  
G. R. Grain & Milling Co. .... 25.80  
F. P. Reynolds & Co., Detroit ..... 43.78  
Ionia Sentinel, Ionia ..... 10.75  
Business Men's Paper Co., Wayland ..... 25.00  
R. Baker & Son, Detroit ..... 30.24  
Dudley Paper Co., Lansing ..... 13.89  
O. P. DeWitt & Son, St. Johns ..... 537.99  
P. Dornbos, Grand Haven ..... 34.65  
E. J. Gillies, New York ..... 46.38  
Fellbach Co., Toledo ..... 404.78  
National Biscuit Co., Grand Rapids ..... 40.00  
Kellogg Mfg. Co., Keokuk, Iowa ..... 7.25  
Harrah & Stewart, Des Moines ..... 19.75  
The Northern Ohio Syrup Co. .... 12.25  
W. H. Martin, Belding ..... 9.00  
Jennings Extract Co., Grand Rapids ..... 60.70  
Northrup, Robertson & Carrier, Lansing ..... 211.88  
Pastor Bros., Grand Rapids ..... 43.12  
The S. C. Smith Co., Cleveland ..... 42.41  
H. W. Spurr Coffee Co., Boston ..... 42.08  
Schust Bakery Co., Saginaw ..... 33.45  
Saginaw Beef Co. .... 59.63  
Loose-Wiles Biscuit Co., Chicago ..... 10.78  
The Vinkemulder Co., Grand Rapids ..... 163.70  
Osborn Paper Co., Marion, Ind. .... 14.68  
C. Verberkmoes, Grand Haven ..... 12.80  
Volgt Milling Co., Grand Rapids ..... 222.08  
E. R. Smith, Ionia ..... 46.79  
Standard Oil Co., Grand Rapids ..... 18.85  
G. Rector, Ionia ..... 64.85  
Mrs. H. D. Dye, Shiloh ..... 750.00

G. S. Douglas Estate, Ionia ..... 16.38  
State Savings Bank, Ionia ..... 140.00  
J. J. Green, Ionia ..... 140.00  
Mich. Produce Co., Detroit ..... 36.00  
Ionia Gas Co. .... 28.00  
Ionia Electric Co. .... 20.00  
H. E. Elliott & Co., Springfield ..... 9.23  
Omaha Packing Co. .... 2.00  
Viger's Coal Co., Detroit ..... 36.00  
Sherer Gillette Co., Chicago ..... 15.19  
The Richfield Co., Portland ..... 23.89  
Standard Flaked Food Co., Owosso ..... 23.89  
William T. Eyles, Grand Rapids, doing business as an exclusive silverware shop in Grand Rapids, has this day filed his voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks, who is also acting as receiver. The first meeting of creditors has been called for Nov. 19, at which time creditors may appear, prove their claims, elect a trustee and transact such other and further business as may properly come before the meeting. The schedules on file at this office reveal assets listed at \$2,800 and liabilities are shown as \$5,597.25. The following are listed as creditors.

**Preferred or secured.**  
City of Grand Rapids ..... \$ 20.00  
Luella M. Coffey, Grand Rapids ..... 93.50  
Wilmarth Show Case Co., Grand Rapids ..... 97.75

**Unsecured.**  
A. Brandt, Grand Rapids ..... 50.00  
A. M. Destelan, Grand Rapids ..... 30.00  
Ketcham & McDougall, Maiden Lane, N. Y. .... 26.38  
Unger Bros., Newark ..... 114.79  
Keystone Mfg. Co., Muncie ..... 42.64  
Alvin Mfg. Co., Sag Harbor, N. Y. .... 171.64  
The Thomas Co., Attleboro, Mass. .... 263.78  
The Watson Co., Attleboro, Mass. .... 408.50  
Coddling & Hellborn, Attleboro, Mass. .... 42.75  
McIntosh Richards Co., Grand Rapids ..... 28.00  
F. M. Whiting Co., No. Attleboro ..... 217.76  
R. E. Williams, Grand Rapids ..... 100.00  
N. J. Averbach, New York ..... 170.08  
G. R. Herald ..... 45.29  
The Evening Press, Grand Rapids ..... 49.13  
Winegar Bros., Grand Rapids ..... 49.23  
Ryskamp Bros., Grand Rapids ..... 75.00  
Thier, Krause & Bean, Pittsburg ..... 170.78  
Shepard Mfg. Co., Melrose Highlands, Mass. .... 60.67  
T. G. Hawkes & Co., Corning, N. Y. .... 148.85  
Dennison Mfg. Co., Farmington, Mass. .... 69.82  
Winans & Booth, Grand Rapids ..... 62.50  
Herpolsheimer Co., Grand Rapids ..... 42.33  
R. Balckinton & Co., No. Attleboro, Mass. .... 17.07  
Fairport Corporation, New Bedford, Mass. .... 23.22  
Merkle & Steinman, Grand Rapids ..... 26.00  
C. Gross, Pittsburg ..... 1,000.00  
C. A. Coffey, Grand Rapids ..... 300.00  
Geo. Towers, Grand Rapids ..... 100.00  
J. E. Earle, Grand Rapids ..... 575.00  
S. Scripsema, Grand Rapids ..... 25.00  
Pritchard & Co., Grand Rapids ..... 5.45  
T. J. Havens Co., Grand Rapids ..... 38.96  
Wilmarth Show Case Co. .... 97.75  
Poole Silver Co., Taunton ..... 406.58  
E. W. Kennedy, Cleveland ..... 292.70  
Harris Furn. Co., Grand Rapids ..... 13.75  
Stiles Bros., Grand Rapids ..... 23.60  
Nov. 5.—In the matter of the Lyons Machine & Manufacturing Co., bankrupt, Muskegon, a special meeting of creditors was held this day. Claims were allowed. The final report and account of the receiver was considered and the same appearing proper for allowance and there being no objection was approved and allowed. The consideration of the bankrupt's offer of composition of 33 1/3 per cent. was reserved until the adjourned meeting and the special meeting then adjourned.

In the matter of the Ludington Manufacturing Co., bankrupt, Ludington, the referee has this day entered an order granting the petition of the Phoenix Sprinkler & Heating Co. for reclamation of its property installed on the property of the bankrupt company. The matter was contested and the referee has filed findings on the same. A petition for review of the order has already been filed by the mortgagee of the buildings in which the sprinkler system is installed and certificate on review has been made and filed with the District Judge for decision. The matter in contest is the much litigated reserve title contract, reserving title in the goods until fully paid for by the purchaser.

Nov. 6.—In the matter of Guy C. Longcor, bankrupt, Elmdale, the final meeting of creditors was held this day. The question of the right of the bankrupt to a discharge was argued and considered and decision reserved by the referee. The final order of distribution was entered, final dividend of 69-10 per cent. declared and ordered paid. This estate has heretofore paid one dividend of 10 per cent., making a total dividend of 16-10 per cent. This is the estate in which preferential payment of 50 per cent. was made prior to bankruptcy to certain of the creditors to the exclusion of all others. These payments have all been refunded to the trustee and it is this fund that has now been distributed among all of the creditors.

Nov. 9.—In the matter of E. C. B. Judd, Inc., bankrupt, Muskegon, the trustee has filed his final report and account and the final meeting of creditors has been called for Nov. 20. The final report and account shows total receipts of \$6,339.95; disbursements for administration expenses, \$338.10; first dividend of 8 per cent., \$3,122.85; total, \$3,460.95, and a balance on hand for distribution of \$2,869.50. The estate will pay a further dividend, but the amount thereof can not yet be determined definitely.

In the matter of William Oviatt, bankrupt, Big Rapids, the trustee has filed a report of sale of the assets of this estate at the sum of \$205 and the sale has been confirmed. Administration expenses and preferred claims will not use the whole fund and it is not likely that there will be any dividend for general creditors in this matter.

J. W. Pangborn and Martin Gillissee, doing business as the Shelby Home Furnishers, Shelby, have this day filed their voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has been called for Nov. 23, at which time creditors may appear, prove their claims, elect a trustee and transact such other business as may properly come before the meeting. Samuel O'Dell, Shelby, is in charge as custodian for the receiver. The schedules on file at this office show assets listed at \$1,244.73 and the liabilities are \$1,640.72.

Detroit—Auctioning jewelry under brilliant lights is to be the object of a renewed crusade at the hands of individual committee No. 41 of the ways and means committee of the Detroit Board of Commerce as the Christmas approaches. Announcement is made in Monday's *Detroit*, issued by the Board, that committee 41, which is composed of jewelers, has devised a plan calculating to prevent the sale of jewelry by auction after 6 o'clock, in spite of the fact that the ordinance providing that such sales must stop at that hour has been held in abeyance by a Supreme Court decision. A conviction obtained two years ago in the lower court was appealed to the Supreme Court. The defendant was a pawnbroker charged with abetting an auctioneer. The Supreme Court reversed the decision on the grounds that the pawnbroker could not be charged with an offense that was directed against an auctioneer. Nine jewelry auction establishments are said to be in operation now and three more are ready to open for the Christmas trade. The jewelers assert bright lights exaggerate the brilliancy of pieces that may be below standard in workmanship and quality, thus placing purchasers at a disadvantage in the selection of purchases.

Provisions—The situation is decidedly unsettled at the moment. Prices were higher at continued reports of the spread of foot-and-mouth disease. Later offerings increased and prices declined from the high point, closing unchanged to slightly below the previous day. The hog markets at the important points were closed. Opinions as to the ultimate effect of the hog quarantine are mixed, but the general idea is that while there may be a temporary scarcity it will be followed by a reaction as soon as the quarantine is lifted.

J. E. Marvin, flour and feed dealer, Muskegon, on renewing his subscription to the *Michigan Tradesman*, says "I can not think of doing without it."

W. Zuller has engaged in the grocery business at Greenville. The Judson Grocer Co. furnished the stock.

## Turkeys Fine Quality.

Cassopolis, Nov. 10.—Hard to tell just the turkey situation for Thanksgiving, but look to see more turkeys than we had last season. Have bought two or three early flocks that farmers were forced to sell, and these were of good quality and think that turkeys in this section will be fairly good for Thanksgiving. Farmers in this part of the country sell their turkeys on Thanksgiving market.

We are going to handle more chickens than last season, and look for quite a crop of ducks, but do not pay any attention to the amount of geese in the country although expect to kill enough to supply our regular trade.

Not many eggs coming just now. Shipped around 100 cases last week, but will fall clear short if that amount this week. Hardly look to ship any eggs to speak of from now on, but is only a matter of the kind of a winter we have, and one can never tell what conditions await us.

Killing around 3,000 head poultry each week, and will commence to dry pack the last of next week. As yet poultry does not run anything extra, but have had a lot of warm weather which makes it dress off very rough. H. M. Randall, Jr.

The big cheese to be exhibited at the Panama-Pacific Exposition from Lewis county, N. Y., was made at the West Martinburg factory the end of last week under the direction of H. A. Reese. It weighs about two tons more than any exhibited heretofore. It required 100,000 pounds of milk, the output of twenty-five factories for a day, to make the cheese which is colored and weighs five or six tons. The prize will be held until January, when it will be shipped to Los Angeles, Cal.

Salt Fish—The mackerel situation is very uncertain. Prices are about unchanged from a week ago. The Norway combine is getting plenty of mackerel in here, but considerable of it is poor quality and the demand is not heavy. The independents and the combination are selling at about the same prices. Irish mackerel are scarce and inclined to be firm. Shore mackerel are hardly wanted at all. Cod, hake and haddock are inclined to be easier.

Detroit—The Reducing Machine Co., of Detroit, manufacturer and dealer in massaging machines and appliances, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash. This concern will conduct business in the Fisher Arcade.

John Leff has engaged in the grocery and fruit business at 270 Monroe avenue. The Judson Grocer Co. furnished the grocery stock.

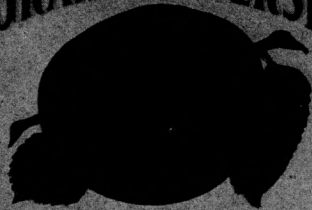
Battle Creek—The Weickgenant-Sylvester Tailoring Co. has engaged in business at 7 East Main street.

## BUSINESS CHANCES.

For Sale or Trade—300 acres of good, level land, located in Indiana, in a good, growing community. Two (2) sets of buildings with splendid surroundings. Only 2 1/2 miles from a town of 1,200 inhabitants with two elevators, thereby affording excellent market facilities. 75 acres in corn this year. Will trade for big stock of dry goods or general merchandise, or will sell on easy terms. Price \$100 per acre. C. E. Hadsell, 502 Shoaff Bldg., Fort Wayne, Ind. 690



**GRAND TRAVERSE** BRAND



**RUSSET  
DRINKING CIDER**

A STERILIZED CANNED  
RUSSET DRINKING CIDER  
MADE FROM RUSSET FRUIT  
AND SUGAR. APPLICABLE  
FREE FROM DECAY, THOROUGHLY  
CLARIFIED, AN UNFATHOMED PURE  
FRUIT PRODUCT ESPECIALLY PREPARED  
FOR DRINKING PURPOSES.  
CAN BE USED FOR WINE, BEER,  
FISH AND PASTRY, ETC.

ABSOLUTELY PURE  
FREE FROM  
PRESERVATIVES

WEIGHT OF  
CONTENTS  
12 OUNCES  
12 OUNCES

**GRAND TRAVERSE** BRAND



REGISTERED BY  
MISELL & COMPANY  
UNDER THE FOOD  
AND DRUG ACT  
JUNE 25, 1906  
SERIAL NO. 13008

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

**MISELL & COMPANY**  
TRAVERSE CITY, MICHIGAN.

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.

**Every  
Passer-by a  
Prospective  
Customer**



**20 MULE TEAM BORAX**

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

**20 MULE TEAM BORAX**

not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

**The Pacific Coast Borax Co.**  
McCormick Building, CHICAGO.



# Mayer

## DRY-SOX

### Honorbilt Brand

*Be the Dry-Sox  
Man for Bigger and  
Better Business*

You can put nothing into your shoe stock that will give your store the advertising and prestige that this famous Mayer Dry-Sox line will.

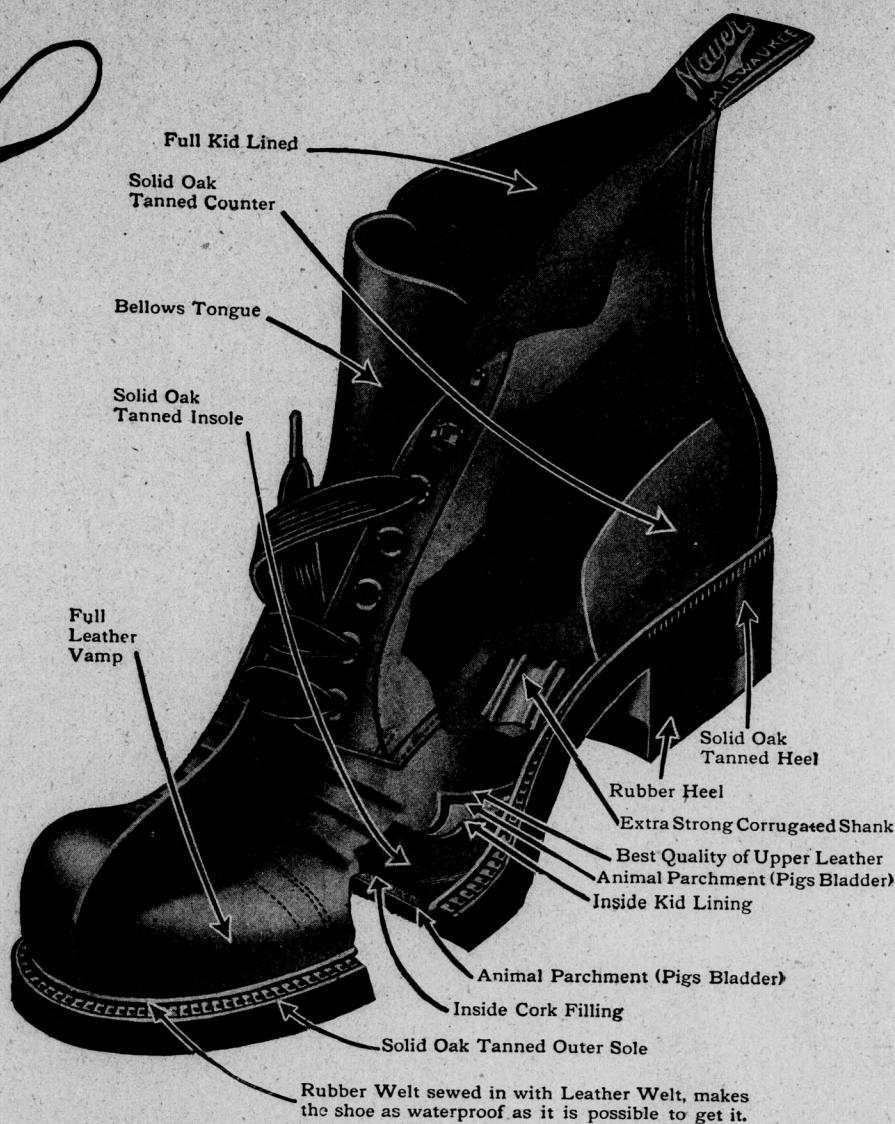
The qualities of this famous shoe make it a business getter and an absolute repeater, for those who once wear it will buy it regularly.

The Dry-Sox is without competition and if you will handle this shoe and avail yourself of the special advertising we put back of it for you, your success with it is positively assured. Write your business address across this ad and send it in and we will send you full information regarding this great Dry-Sox line.

*Get Our Dry-Sox Catalogue and Learn How this Most Unusual Shoe is Made*

**F. MAYER BOOT & SHOE CO., Milwaukee, Wis.**

Makers of  
Honorbilt Shoes



No. 711—Men's Velour Calf Blucher, Dry-Sox, Tip, Leather Lined, Bellows Tongue, Medium Narrow Toe, Black Fair Stitched, Rubber Heel, 1/4 Double Oak Sole, Welt, D-EE, 6-11.



No. 737—Men's Vici Kid Button, Dry-Sox, Tip, Medium Toe, Black Fair Stitched, 1 1/4-inch Square Heel, Single Oak Sole, Welt, D-E, 5-11.



No. 752—Men's Gun Metal Calf Bal, Tip, Dry-Sox, Bellows Tongue, Medium High Receding Toe, 1 1/4-inch Heel, Single Oak Sole, Welt, D-E, 5-11.