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GRAND RAPIDS

MICHIGAN



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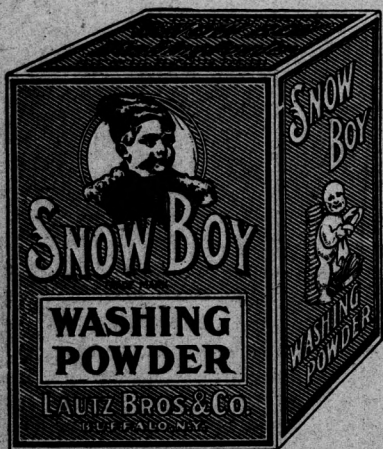
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**SNOW BOY WASHING POWDER 24s FAMILY SIZE**

through the jobber—to Retail Grocers

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 10 boxes @ 3.60—2 boxes FREE  
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 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 25, 1914

Number 1627

## SPECIAL FEATURES.

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### Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 24—While it has not been the policy of the United Commercial Travelers as an organization to endorse men running for office, this body of men has taken a great interest in all legislation which has had to do with bringing about better freight and passenger transportation service and more sanitary conditions in hotels, depots and in railroad trains. There has been one member of the Michigan Railway Commission who have been active in procuring much-needed improvement in freight rates and freight service, as well as passenger service in the State. He has listened patiently to all complaints and in most cases given them a personal investigation and, where the requests were reasonable and based upon actual needs, he has used his energy and persistency in procuring the results asked for. This man is C. L. Glasgow and it is safe to say that every man in the State who carries a grip stands for Mr. Glasgow first, last and all the time and it is to be hoped that Governor Ferris will continue in office the best qualified man in the State for this position.

Andrew Litts, who has successfully conducted the general store at Leisure for the past year, has sold out to Charles Overhiser, of the same place, who will take possession in about three weeks. This location is one of the best inland points in Western Michigan for business and Mr. Overhiser will doubtless enjoy the same excellent patronage this store has had in the past.

Mr. Hicks, of Hicks & Howard, Vestaburg; Mr. Behrens, buyer for Henry Mauntler & Co., Arcadia; R. Van Dyke, Lowell; M. W. Anspacher, Chester; and John Behrens, Bauer, were Grand Rapids visitors last week and called on the Worden Grocer Co.

Fred Sawyer, Jr., of Allegan, has just returned from a successful deer hunt in the Upper Peninsula. He reports having had an excellent time.

The recene edict of the Czar closing the vodka shops and prohibiting the manufacture and sale of liquor in the Russian empire will have a salutary effect in civilizing that country. This is one good effect of the European war, if there is never any other.

Leon A. Joslin, who conducts an up-to-date grocery store at Fennville, was a Grand Rapids visitor Tuesday. He spent the day in buying Christmas goods for his store.

Ed. Battje has resigned his present position and after Jan 1 will act as the representative of the G. J. Johnston Cigar Co. in Milwaukee.

It is as useless to try to induce the editor of the Tradesman to use a capital F in spelling ford car as it is

to get him to accept twelve pages of traveling men's poetry. There we go—advertising that pesky imitation automobile again.

Know this interesting item about a Grand Rapids industry: The Worden Grocer Co. during the year 1914 has sold of its own roast a sufficient quantity of coffee to have served every man, woman and child in the United States a cup of that delightful beverage. A pound of coffee will make about forty cups.

The fifth annual meeting of the Grand Rapids Traveling Men's Benefit Association was held at the Morton House last Saturday. Officers for the ensuing year were elected as follows:

President—Walter S. Lawton.  
Vice-President—John D. Martin.

Sec'y and Treas.—H. D. Hydorn.

On the board of directors Fred De Graff was elected for the three year term, Art Borden two years, William D. Bosman and J. A. Keane each one year. A meeting of the Association will be held at the Chamber of Commerce rooms Saturday, Jan. 22.

The Commercial Hotel, at Barryton, under the management of Sam Nelson, the new proprietor, deserves honorable mention. Mr. Nelson has installed a new heating plant, the rooms are cozy and the beds good and he is setting an excellent table. The boys who make this territory will make no mistake if they patronize this place.

H. W. Harwood spent Sunday in Alpena.

The second dancing party was a great success, the attendance being much larger than the first. The committee has placed the third party in the hands of the ladies. They will make all the arrangements. As the U. C. T. ladies always do things up brown, everybody who attends the party Jan. 16 is assured of a fine time. Only one Mam (n) will have anything to do with planning this party and that is Mrs. J. Harvey Mann, who is chairman of the committee.

Mr. Prettyman, with the American Agricultural Chemical Co., Detroit, has purchased a farm near Ludington and plans to retire from the road soon.

Dealers who sell tobacco should pay their war tax before Dec. 1. E. J. Doyle, Collector of Internal Revenue, Grand Rapids, will furnish blanks to all applicants and all remittances should be made direct to him.

William E. Sawyer.

### Organized Effort Among Jackson Retail Merchants.

Jackson, Nov. 24—The Retail Merchants Board of the Chamber of Commerce elected the following officers at the second annual meeting last Thursday evening:

President—T. S. Rogers.  
Vice-President—C. J. Watts.

Treasurer—Charles K. White.  
Directors—George W. Thorpe, Wl W. Bugg, George Spurr, Alfred Graver, Charles K. White, C. W. Ballard and J. A. LaRue.

The meeting was most successful, there being more than seventy members in attendance, representing fifty retail firms of the city. At the time of the organization of the Board a year ago there were twenty-three members and this membership has been increased by the addition of new members at every meeting.

The reports of the various officers and committees were received at the meeting. These reports showed the

organization to be accomplishing many things of benefit to both the merchants and the people of Jackson. The Retail Merchants' Board gave its support to the county fair which was held last fall, and the fair was a big success. This was one of a number of matters which have been taken up and successfully worked out by the organization since its formation.

There will be no meeting of the board in December because of the heavy holiday business, but the next meeting will be held the first Tuesday in January, and will be in charge of the retail grocers of the city. An out-of-town speaker will be present at that meeting.

### Send in Requests for the State Organizer.

Grand Rapids, Nov. 24—The campaign is now on. Do not neglect if interested in the welfare of the merchants of your city or town to get busy at once among yourselves and call a meeting. If you decide to organize, send word at once to the State Secretary of your intention. Mr. Howe, National organizer, met with President McMorris and Secretary Fuller, of the State Association, in Lansing last Tuesday evening. After attending a large and enthusiastic meeting of the Lansing Grocers and Butchers' Association, we all returned to the hotel, where we worked until the early hours of the morning with Mr. Howe, making plans so as to give Mr. Howe's valuable services to the greatest number of merchants in the smallest space of time, as from four to six weeks is as long as we can have his services. It will be necessary for those interested to act at once.

Starting out on Wednesday morning Mr. Howe organized St. Johns. On the following Thursday and Friday he organized Owosso, where the Ward Baking Co. gave a banquet to the retail merchants. The meeting was a great success, Lansing being represented by President Bowdish and other members. Enthusiasm for association work ran high and Owosso promises to have one of the best local associations in the State before the next annual convention is held at Lansing in February, 1915.

Fred W. Fuller, State Sec'y.

### Desire to See Glasgow Retained.

The Grand Rapids Association of Commerce has sent the following letter to Governor Ferris:

Grand Rapids, Nov. 24—Through the work of our Traffic Department we have appeared before the Michigan Railway Commission a number of times, and through this source and others have learned the genuine worth of Commissioner C. L. Glasgow. His knowledge of traffic matters, his unflinching effort to always hear all sides of all questions, and his good, sound, well-balanced judgment in our opinion splendidly equip him for the important duties of the Commission.

We believe in this expression of our highest respect for Mr. Glasgow's ability we are voicing the sentiment of business men throughout the State, and we certainly hope he will be re-appointed on the State Railway Commission at the expiration of his present term.

Walter K. Plumb, Sec'y.

### Have You Paid Your Tax?

Grocers and other dealers who handle tobacco have only three days left in which to settle with the Government for the new deficiency tax which is imposed by the democratic administration to make good the losses sustained through the curtailment of revenue, on account of the new tariff law. Every dealer whose tobacco sales exceed \$200 per year must pay \$3.20 before Dec. 1 and—what is equally important—must file a blank with the Revenue Collector, setting forth certain facts regarding his business. Failure to comply with this requirement subjects the merchant to a fine of not more than \$500 or imprisonment for not more than six months or both fine and imprisonment in the discretion of the court. The Tradesman has nothing but contempt for the deficiency tax, believing it to be unfair, unpatriotic and unmanly, but Congress has made the law and it is up to every retail dealer to walk the chalk or suffer the penalty.

### Prominent Among Travelers.

The current issue of the Travelers' Magazine, a publication devoted to the interests of the commercial travelers, contains a picture of Albion F. Wixon, of Minneapolis, formerly a resident of Marquette for many years, where he acted as correspondent for the Michigan Tradesman. Mr. Wixon was a hardware salesman at the time he left Marquette, and is now National secretary of the Traveling Men's Association. He has a wide reputation among the commercial men.

Gold lace on uniforms and white gloves on hands make the wearers present a gorgeous appearance, but in warfare they are splendid marks for sharpshooters. At the beginning of the war the French army lost many officers, but simple precautions have reduced the mortality list. Gen. Joffre issued orders that white gloves would not be worn and gold stripes were stripped from uniforms, for sharpshooters looked for the glitter and shot in that direction. Now the French officers are wearing uniforms identical with the rank and file and the loss of officers is not out of proportion to the losses of the privates.

The Chaffee Brothers Furniture Co. has been incorporated with an authorized capital stock of \$25,000, (\$15,000 common and \$10,000 preferred), of which amount \$18,000 has been subscribed, \$249.06 paid in in cash and \$17,755.52 in property. Owen R. Chaffee, Burt K. Chaffee and Arnold G. Lockerley each hold 100 shares of preferred and 500 shares of common.



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Nov. 23—Learn one thing each week about Detroit: Gasoline motors, exclusive of those for automobiles, manufactured in Detroit run up to 120,000 a year. They are used on boats, farms and for manufacturing purposes.

G. Y. says war is a wholesale method of making heroes, which, if carried on a smaller scale, would produce only murderers.

J. C. Hasse & Sons announce the opening of their new store at the corner of Woodward avenue and Congress street, Gregory, Mayer & Thom's old location, in December. The firm will carry a complete line of men's hats and furnishing goods.

Geo. Uth, general merchant at New Boston, was a business visitor in Detroit last week.

We've heard of absent-minded people in our day. The fellow who asked his wife what her name was and the man who said he was pleased when his wife made the announcement that her mother was to pay them a visit, etc., but keen, alert, Windy Williams discovered a real absent mind right in our beautiful midst and none other than our own Harry Marks, Secretary of Detroit Council. Other day, says Windy, Harry started from the house with a nickel in one hand (car fare) and a letter ready to mail in the other. Harry made the getaway from home all right and walked straight for the nearest letter box and dropped in the nickel, then made for the street car and, boarding it, attempted to force the letter in the receptacle built for nickels and street car tickets. Harry's application will be acted on by the local association of "reminder carriers" shortly.

The German submarines are doing a splendid job of submerging the English war vessels.

John Krejci, who formerly conducted a confectionery store on Gratiot avenue, has joined the salesforce of the J. L. Marcero Co. and will act as city representative, calling on the trade in the Eastern part of the city.

F. W. Smelker, well-known Lake Odessa druggist, was a Detroit business visitor last week.

There seems to be some misunderstanding in regard to the advance in passenger rates to take effect Dec. 1. The new rate, 2½ cents a mile, applies only where tickets are purchased to points in other states. Those traveling within the borders of the states where the flat 2 cent rate is in effect will not be affected at all. It behooves those who are obliged to make points in other states to study their railroad guides and buy tickets to the nearest border city, paying 2½ cents from there to the nearest point across the boundary line, thus being in a position to again purchase a ticket at 2 cents a mile to the destination. It is understood that mileage books will also be withdrawn which would cut off the only chance of a through 2 cent fare. Travelers obliged to travel on sleepers to interstate points and also those who have baggage to check will, of course, be unable to take advantage of a 2 cent rate for a part of the journey.

A newspaper report says that a New York dealer was indicted for having 9,000 bad eggs in his possession. Is that a sign that the actors are improving?

"Hail, hail, the gang's all here." softly murmured Senior Counselor Charles Welker at the meeting of Detroit Council last Saturday night. The meeting, in point of attendance and enthusiasm, was one of the best of the year and from expressions given out by those present is but a forerunner of a most successful winter season. Two candidates whose names are mentioned in other parts of this

page were initiated. I. P. Newton (Scharf Tag and Label Co.) was presented with an order for a large turkey, which should cut down the usual—or rather unusual—price of a Thanksgiving dinner. Charles Schneider and H. D. Murray were added to the entertainment committee, which, by the way, has already decided on an innovation for the next dancing party. A dancing master will be on hand to teach the new dances to all who desire to learn.

Mrs. Henry Thornhill, of Milford, owner of one of Milford's leading dry goods stores, visited Detroit last week and brought the usual pleasant smile with her.

The Hudson Motor Car Co. announced last week that an additional story would be added to the main building and the three largest wings. The present plant is inadequate to care for the increasing business. The new structure will give an additional floor space 2,200 feet long and 60 feet wide.

O. R. McLean will open a men's furnishing goods store in the new building at 862 Woodward avenue. Mr. McLean expects to be ready for business about Dec. 1.

Michigan has many good hotels, some fair hotels and some—well Jimmie Hammell will take care of 'em anyway. Belonging to the first named class of hotels is the Chelsea House, at Chelsea. The proprietor, John Wagner, is German, so is his wife and daughters and sons. There is some chance for an argument over the relative fighting qualities of the Germans and the Allies, but there is no argument whatever as to who are the best cooks in the world and the cooking and the housework at the Chelsea House is done by John Wagner's wife and daughters and sons and John contributes his share and that's why it's worth going miles to stop at the Chelsea House.

A. Bailey, general merchant, Trenton, was in Detroit in the interest of his store last week.

C. A. D. says that vast quantities of pork are being shipped to Belgium and will, undoubtedly, save many lives over there, "which only goes to show," he remarked, "that the pen is mightier than the sword."

William Cusick, 2125 East Jefferson avenue, one of the officers of the Retail Grocers' Association, has just complained to Commissioner Helme of the publicity given the inspections made by his deputies. Many people misunderstand the motives of the deputies and are apt to look askance at grocers who have been visited by State officers. Mr. Cusick asks that no publicity be given unless the case requires prosecution.

Arthur Dullam, Flint druggist, was in the city on business last week.

A plan originated by J. L. Carman, of the Marine City Savings Bank, for the improvement of the roads leading to Marine City, met with fine success and might not be a bad plan for other towns to follow. The business men of the village agreed to furnish the funds and material and 100 farmers agreed to furnish the labor. A mile of highway is being built with a cinder bottom and gravel top.

William G. Taylor, who successfully passed through the initiatory ceremonies previous to becoming a full fledged member of Detroit Council last Saturday night, is one of the few successful retired merchants who have taken to the cushioned seats and padded expense books. Bill, as he is better known to the fraternity, conducted a grocery store at the corner of Sixteenth and Kirby avenues for a number of years and, after making his "pile," decided that he would look over other fields of endeavor where the work would be less strenuous—for let it be known Bill is still a young man—so he picked out what always looked about the softest work on earth—that of the traveling salesman. He readily secured a position with the Van Camps Product Co., with offices

in the Ford building, and although he decided long since that a traveling man does not have the snap that appears on the surface, Bill Taylor is now classed as among the successful salesmen in the State and his acquisition by the U. C. T. should bode well for the order, because he is a hustler, par excellence.

A cause for thanks to-day: We live in the United States.

John Drysdale, of West Virginia, is alive and well at 108 years. If John takes care of himself he will, undoubtedly, live to a ripe old age.

Someone threw a brick wrapped in a newspaper through the plate glass front of Frank Pacific's jewelry store last week and, reaching through the aperture, extracted a \$500 diamond ring and ran away. Mr. Pacific chased the robber and fired at him, but he disappeared in an alley.

Thomas Follis, better known to many of the readers of the Tradesman as Ura Donald Laird, a nom de plume he used when he acted as the Cloverland correspondent for this paper, is chairman of the transportation committee of the United Commercial Travelers of Michigan. In order for this committee to accomplish anything of importance it is necessary for all U. C. T. members to give their assistance and report all hotels violating the law, insanitary depots or adjoining buildings and, in fact, anything that might possibly be remedied, making the traveling man's lot an easier one. We know the committee headed by Tom Follis will more than do their share. It is now up to the U. C. T. members of Michigan.

Mr. Gregory, accompanied by his wife, was in Detroit last week in the interest of his dry goods and millinery store at Millington.

The C. C. Wormer Machinery Co., one of the oldest business houses in Detroit, voluntarily dissolved last Thursday. The firm was organized in 1854 by Clarkson C. Wormer, whose son, now an invalid, is President. It is owing to Mr. Wormer's illness that the dissolution of the firm was decided on. He has been the moving spirit in the business. The surplus after all assets and liabilities were taken care of is \$49,867.90.

F. J. Jolly, 805 McGraw avenue, has added an extensive line of men's furnishing goods to his stock of dry goods.

"I was looking for news," said our special reporter, "so I started making the rounds. I dropped into a clothing store and was astonished to see Charlie Schneider going through a course of gymnastics before a mirror that would make a boa constrictor look like a fence post in comparison. 'Whatcha doing Charlie,' I asked. 'Oh,' he replied, 'I'm on the U. C. T. dance committee and I want to set a pattern for the rest of the dancers, you know I have the shape and the feet and all I lack is the speed and knowledge of the dancing art.' 'I know, Charles, but have you any news for the Tradesman?' For a moment he looked wise, then he said, 'Of course, if I tell you one on Ernie Warner, you won't print it in the Tradesman that it was I who told you.' This I readily promised, because Mr. Stowe hires printers to do that. 'Ernie Warner, you know, is a department manager for Burnham, Stoepel & Co. Well, when Ernie first went to work for the house he was sent on a trip to one of the larger cities in the State. Of course, he stopped at the best hotel in the city. When he went in to dinner that day a waiter sidled up to him and said in polite tones, 'Table d'hote, sir?' 'What's a tablehote?' asked Ernie. 'A course dinner, sir' replied the waiter. 'Nothing doing,' replied Ernie, 'I get all the coarse food I want at home and so long as Burnham, Stoepel & Co. are going to pay for it, I'll have something fancy.' I thanked Charlie Schneider for his assistance and thought it wouldn't make so much difference if I did use the story, because it was Charlie Schneider who told me that Ernie War-

ner said the grub that he got home was coarse and, anyway, I'm going away on a three weeks' trip and when I return everybody will be so busy counting relations and figuring how they can remember them all on less than half what they spent last Christmas, they will forget that I ever wrote a line.

F. L. Riddle, of Hudson, was a business visitor in Detroit last week. Mr. Riddle is proprietor of a drug store in that village.

The Briscoe Manufacturing Co., corner Woodward and Baltimore avenues, had a small fire at its plant last week, which was taken care of with but slight damages by the fire department.

Pyrl Pfeister was one of the candidates who was initiated into the mysteries of U. C. T.ism last Saturday night at the regular meeting of Detroit Council. Pyrl is one of the representatives for C. Elliott & Co., of this city, and in that capacity has made hosts of friends on the road and in the city. Pyrl is quite an orator and coupled with the fact that he is young and full of "pep," we predict that before many months roll by, Pyrl Pfeister will be heard from in connection with the United Commercial Travelers.

Deer hunting, as in previous seasons, is again proving dear hunting.

B. C. Post, of Bellville, was in Detroit on a business trip last week. Mr. Post is the owner of a general store.

The Fisher Body Co. has been granted a permit for the erection of an addition to its plant on Piquette avenue to cost \$40,000. Another story will be added to the present five-story structure, making the building 280 x 112 feet and six stories high. The company has been making rapid strides during the past few years, hardly a year passing without additions of some kind being added to the plant.

News was received last week of the death of Edward Fischer last Saturday, in Hackensack, N. J. Mr. Fischer will be remembered by many in Detroit where he made his home and was associated in the jewelry business for many years with his father, who was engaged in the business in this city for sixty years. Mr. Fischer was born in Detroit. He was 67 years of age. Surviving are a widow, one son, two daughters, a brother and two sisters.

Dr. E. R. Johnstone, Bancroft druggist, was in the city on business last week.

W. E. Kenyon, well-known automobile salesman, who has been acting as Pacific Coast sales manager for the Commerce Motor Car Co., of this city, has tendered his resignation. It is understood he will represent another company on the coast.

In order to give the "shop early" campaign a stimulus the Retail Merchants' Bureau of the Detroit Board of Commerce has started to put a unique series of poster stamps on all mail it sends out and is urging business men all over the city to adopt the same method of interesting the public. The Bureau is furnishing the stamps.

England is urging marriages of the soldiers before being called for service. With the idea that they will be more willing to go to the front, no doubt.

A. A. Hitchcock, well-known and pioneer merchant of Cass City, was in Detroit on a business trip last week.

Harry J. Kahn, jeweler at 233 Gratiot avenue, has no occasion now to be jealous of some of his competitors, as he, too, has been paid a visit by jewelry collectors. Early last Friday morning some one crawled through the transom of the store and decamped with \$138 worth of loot.

S. C. Cochrane, former Detroit, now a general merchant at Yale, was in the city last week looking after business pertaining to his store.

We are thankful to-day that father had the price of a huge turkey.

As between the hunters and the deer—The casualties are about even.

James M. Goldstein.



## ACROSS THE BORDER.

## Effect of the War on Canadian Affairs.

Chatham, Ontario, Nov. 24—For nearly four months Canada has been at war. Irrespective of all abstract points of international law involved, Canada last August, when Germany and the United Kingdom fired the signal guns of conflict, automatically lined up against the Teutonic Alliance. In the interval Canada has been doing business under war conditions, and doing it very well, thank life:

Canada didn't want war; but, finding herself at war, Canada is making the best of it. The advent of war has had two momentous features in Canadian life.

First, the sudden, almost automatic truce to party strife. For five years previous there had been keen discussions as to the method whereby Canada should participate in imperial defence, for, in the last analysis, there was no question that Canada must participate. The morning after the declaration of war found Canadians shoulder to shoulder, solidly supporting all that might be needful for the defence of imperial and national interests. Here and there have been, in a few extreme partisan papers, little echoes of old bickerings; but the average Canadian doesn't trouble his head to read them. The initial vote of \$50,000,000 for war purposes was unanimous; the sending of a first contingent of 32,000 men, probably now in the firing line, was unanimous. When the Borden government saw a chance to add to the local Canadian navy two American-built submarines, the Borden government promptly sank all differences as to a local fleet vs. a contribution to the imperial fleet and bought the submarine. And when a few over-partisan enthusiasts urged the government to score a party advantage by pulling off a general election, it was government supporters who were the first to promptly and effectively kick the proposition out of court.

In short, Canadians have been playing the game of Canadians, irrespective of party. And, in respect to business, the same holds true; they have played the game.

The business situation, to be judged accurately, must be judged relatively. The question is not, "Is it bad or good?" but "Is it worse or better?" My personal impression is that it is, all things considered, good; that it is better than it would have been had there been no declaration of war; and that, the war continuing normally with the maintenance of British control of the seas, business will, by springtime, be better than it is now.

"Nine-tenths of humanity's troubles are quite imaginary," says a writer in *Mill Supplies*; "nine-tenths of humanity's real troubles come from mentally dwelling upon the imaginary." That is, the dangers of any situation are psy-

chological rather than actual. A panic is due, not so much to what happens, as to fear of what is going to happen. Therefore, the proper course is to meet an untried situation with a brave front. This is what Canada did, is doing, and will, I believe, continue to do. There has been no cry of hard times; there had been, rather, a tacit appeal of "All for Canada;" and the result is that times are probably better than they would have been had no war intervened to call forth the real grit and determination of the Canadian people.

Canada, resolutely facing the situation, has gradually adjusted herself to war conditions.

War conditions were, fortunately for the country, largely although unconsciously discounted by developments following the floodtide year of 1911. Canada had, since 1897, gone through a career of wonderful development. A new Canadian West had come into being, the prairie hamlets of twenty and thirty years before had become great cities, scores of new communities had sprung up in the hitherto unmapped fields, population had flowed in and railroad construction had been planned and carried on sufficient to serve a growth many times as great even as the phenomenal growth recorded between 1897 and 1911. Even the flurry of 1907 was barely felt in Canada.

This prosperity, built upon railroad construction, stimulated by floods of borrowed money, resulted in widespread speculation; and this speculation was nipped as by a frost when the hoardings of European capitals were, in consequence of the imminence of general hostilities, suddenly shut off. Fortunately, Canada's programme of construction was practically complete; the two additional transcontinental railroads were, to all intents and purposes, finished. In the autumn of 1912 commenced a period of liquidation in the security markets. A precipitate decline in industrial issues, which had been forced by the frenzy of speculation far above normal values, took place. The real estate speculation that had been going on in the environs of mushroom prairie cities fell flat almost in a moment. Following the collapse of the speculative period that marked the height of Canada's prosperity came a long period of readjustment, which commenced with the autumn of 1912 and was still in progress in the summer of 1914. Thus, the hard times which many anticipated as the result of war had already been discounted. People expected hard times and had made their preparations accordingly. Any further readjustments came merely in the natural order of things, with little shock.

For the bad results of war Canada was, therefore, in a great measure prepared, but there have already developed some attendant good results, which may be enumerated. The basic industry in Canada is farming. The higher prices Canadians are paying for food stuffs

will benefit a majority of the Canadian people who are producers of foodstuffs. From all indications the 1914 crops have been larger than anticipated; and, thanks to war prices, the money value of Canadian produce for 1914 will exceed even that of the previous year's bumper harvest. Farming is the corner-stone of Canadian prosperity. Therefore, the financial foundations of the country are, far from being impaired, actually strengthened by the war. This benefit will be chiefly noticeable where it was, under previous conditions, most urgently needed, in the great grain-producing provinces of the Canadian West. The "Back to the Land" movement will undoubtedly receive a stimulus in Canada as a result of the increased returns to the men who are on the land.

In the Eastern Provinces, farming was less in need of such aid, since it was on a firmer basis to begin with. For instance, in the Southwestern Ontario peninsula, where mixed farming is the rule, a Chatham banker states that during the last ten years the farmers of Kent have been wiping out mortgages with the rapid development of the tobacco and sugar beet crops and that the most of them have now good bank accounts. The average farmer had not been caught by the lure of speculation; his purchasing power is, consequently, little impaired. He will further benefit by a freer supply of farm labor, since the inevitable tendency of the times is to drive unemployed men from the cities to the farms.

In the towns and cities, industrial life is in a mixed condition. In the large centers of population there is always unemployment or lack of steady employment. Building shows a decline. Railroad earnings show a falling off from 1913. This last has a double significance. Western farmers are holding back much of their produce in anticipation of higher prices. It is reported by the Canadian Pacific that the acreage sown for next year shows an increase of 40 per cent. Last year's bumper crop was removed in unusually large volume at one time; this year's smaller crop, which will bring the farmers probably more money, is moving very slowly.

Except in the industries dependent on new construction, manufacturing has become more active. The improvement noted has been for the most part in those industries which are in a position to fill orders for military purposes. This business is assuming large volume, and while only a temporary stimulant, should help to tide industrial Canada over the time of war.

Meanwhile, an energetic "Made in Canada" campaign is being carried on. Leading Canadians, strongly backed by the press, have been working for a larger farm production and a more general patronage of Canadian products. Particularly is the effort being made to displace goods formerly imported from Germany by goods Made in Canada. This campaign is already bearing fruit and will in time justify the keen fore-

sight of those shrewd Americans who have already established branches on Canadian soil. There is an undoubted immediate improvement in certain lines of manufacturing; there is a further improvement which promises to be permanent; and the Made in Canada campaign, just in its infancy, is taking hold in a way that promises to produce lasting results.

All this has its bearing on the mercantile situation. The man who sells goods from behind the counter depends upon the prosperity of the people and particularly of the farmers. Except in the very large cities, every merchant looks to a great extent to his country trade. Insofar as the farmers benefit—and they are undoubtedly benefiting—the store-keepers will benefit also.

Just take the Canadian West, where the situation is, on the surface, supposed to be the least encouraging. Here is a quotation from a letter written a few days ago by a grocer in Moose Jaw, Saskatchewan:

"The grocer in this part of the country got his hardest knock in 1913. The tightening of the money market caught a great many of our best grocers with a great deal too much money on their books. Up until then we were all doing business on too loose a scale, and the conditions which have prevailed since have been the means of our getting on a more substantial basis. We are watching our credits better and going on in a safer way. People are not throwing their money away on some useless real estate and other foolish investments but are living in a more conservative and economical way, which brings the grocer the money that rightly belongs to him. Business is more solid and steady and we are very optimistic and looking forward with confidence."

Scores of merchants in all parts of the country give views that differ only in degree. The two years of readjustment that preceded the war are regarded in most instances as a godsend, in that they prepared the Canadian people to meet war conditions.

Here and there a merchant reports times quiet. A good many say, "Business is holding up well." "Nothing to worry about," writes one man. Several declare that business this fall, is, for them better than it has ever been.

Analysis seems to indicate that the problem is, not one of conditions, but rather one of the spirit in which men meet conditions. Canadians as a whole are meeting the situation splendidly. They are standing shoulder to shoulder for the common good. The national fabric may not emerge from the mill as brilliant as that of the Golden Age that culminated in 1911, but it will likely be a whole lot more substantial.

William Edward Park.

The Kaiser's fourth son broke his leg in an auto smashup, which goes to show that the auto is as mighty as the sword.

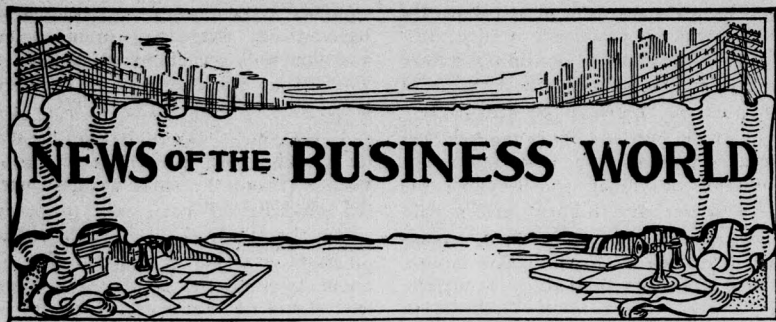
# Worden's Quaker Is a Business Maker

**WORDEN GROCER COMPANY**

Grand Rapids—Kalamazoo

**THE PROMPT SHIPPERS**





### Movements of Merchants.

Paris—Frank Scranton has opened a harness shop here.

Paris—Frank Shorstle has engaged in the drug business.

Reed City—M. Dougherty has opened a harness shop here.

Ontonagon—Victor Koski lost his tannery by fire Nov. 22.

Tustin—Losey & Son have engaged in the meat business in the Fair building.

Vermontville—V. W. Pendill has engaged in the undertaking business here.

Portland—M. H. Plant, recently of Ionia, has opened a meat market here.

New Era—Miss Minnie Foster succeeds Mrs. Gray in the millinery business.

Lapeer—Mrs. Ida Riley succeeds Mrs. Ralph Ovaitt in the millinery business.

Plymouth—G. C. Raviler has sold his canning factory to L. A. Thomas, of Detroit.

Almont—Charles A. Peak, of Port Huron, has engaged in the clothing business here.

Alma—P. M. Smith succeeds A. C. Thornton & Son in the wood and coal business.

St Johns—C. S. Scofield has engaged in the grocery business on McConnell street.

Jackson—T. A. Sney has opened a meat and vegetable market at 120 Michigan avenue.

Allegan—Harry Blaine has purchased the Kellogg creamery and will continue the business.

Belding—Guy Alexander is closing out his stock of shoes and will retire from retail business.

Muskegon—Ammond & Sons succeed Joseph Spaniola in the fruit and confectionery business.

Battle Creek—Cloy Davis has engaged in the confectionery business at 98 West Main street.

Marshall—The Simons-Leedle Furnace Co. has increased its capital stock from \$15,000 to \$25,000.

Monroe—The Monroe Binder Board Co. has increased its capital stock from \$325,000 to \$500,000.

Tekonsha—Fred G. Abel has sold his meat and grocery stock to Melvin Upston, who has taken possession.

Traverse City—N. A. Bailey, of St. Johns, has engaged in the meat business at 543 West Eleventh street.

Alpena—Peter Smeader has opened a grocery store in the Masonic block under the style of the Cash grocery.

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

Manistee—Moses DeGowin has

closed his grocery store on West State street, for the winter months.

Ionia—Willis L. Peck will engage in the wall paper and decorating business in the Tower block about Dec. 1.

Elk Rapids—W. R. White has purchased the stock of the Antrim Hardware Co. and will take possession Dec. 1.

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

Lowell—Fire partially destroyed the L. P. Thomas Co. bean elevator, Nov. 17. The loss was fully covered by insurance.

Clarksville—Naber Bros. have sold their stock of general merchandise to M. P. Lenhard, who has taken possession.

Grawn—Oscar A. Johnson has sold his stock of hardware and groceries to B. V. Funk, who will continue the business.

Paris—The North End Grocery Co., of Big Rapids, has opened a branch store here under the management of Frank Holiday.

Moore Park—John Henkle has purchased the J. Cromley & Co. stock of general merchandise and will continue the business.

Portland—Henry Gass has sold his stock of teas, coffee and spice stock to Clifford Vanderberg, who will continue the business.

Tustin—R. S. Beckwith, formerly of Luther, has purchased the jewelry and bazaar stock of G. W. Bashore and will continue the business.

Jackson—Thieves took stock worth several hundred dollars from the C. J. McGuinness branch clothing store, at 521 East Main street, Nov. 22.

Clarksville—J. S. Pierce, formerly engaged in the hardware and grocery business at Dutton, has opened a shoe, grocery and baked goods store here.

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

Hillsdale—Mrs. Agnes Greely has sold her interest in the Greeley & Bullock bakery to her partner, who will continue the business under the same style.

Ionia—Thomas A. Carten, one of the city's leading merchants, has filed a trust mortgage, with James A. Crowley of Detroit named therein as trustee.

Allegan—E. M. Reese, receiver for the William Dannenberg implement stock, has sold it to William McGregor, who has opened the store for business.

East Lake—James Carboneau has

purchased the R. G. Peters Salt & Lumber Co. stock of general merchandise and will continue the business.

Laingsburg—Thieves entered the E. E. Bixby general store Nov. 20 and carried away over \$50 worth of underwear and shoes and a small sum of money.

Kalamazoo—A. T. Wilson, who conducts a drug store on South Burdick street, will open a branch store at the corner of Main street and Oakland drive.

Muskegon—Arthur Wilcox, who admitted that he set fire to his camera store in order to collect the insurance, has been sentenced two to fifteen years for arson.

Detroit—The Storms Electric Car Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Kalamazoo—Paul Hadman, recently of Gary, Ind., has opened a women and children's ready-to-wear store at 311 South Burdick street, under the style of the Emporium.

Manistee—The Smith & Hurst Music Co., conducting a chain of music stores in Michigan, has opened a branch store here at the corner of River and Division streets.

Benton Harbor—The Palace Furniture Store has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Durand—Guy Haney has sold his cigar and tobacco stock and pool room to Frank Tubbs and Homer Allen, who will continue the business at the same location, 121 Saginaw street.

Detroit—The Peninsular Machinery Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and \$2,000 paid in in cash.

Owosso—The Universal Lightning Rod Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,510 has been subscribed and \$2,500 paid in in cash.

Charlotte—George H. Tubbs and Charles H. McUmbert, who purchased the Hall Bros grocery stock at auction, will continue the business under the style of George H. Tubbs & Co.

Detroit—The Magee Sheet Metal Machinery Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,600 has been subscribed and \$5,100 paid in in property.

Benton Harbor—The Michigan Plating and Manufacturing Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Nashville—The Farmers Co-operative Creamery Association has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—The Clarke Wall Paper Co. has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed, \$300 paid in in cash and \$700 in property.

Hillsdale—Charles Chandler, of the

Goodrich, Chandler & Hallock Co., dealer in drugs, died at his home after a brief illness following an attack of acute heart disease. Mr. Chandler was 52 years of age.

Marquette—The Paris Fashion, which for the past five years has been owned jointly by the Rosenberg Department Stores, Inc., and S. D. Cohen, will become the sole property of Mr. Cohen Dec. 5.

Saginaw—George Gaus, for the past four years manager of the meat department of the Hayden Fancy Grocery Co., has purchased the meat stock and will continue the business under his own name.

Manistique—The Peoples Store Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed and \$7,500 paid in in cash. This concern will conduct a department store.

Wayland—W. L. Heazlitt has sold his interest in the Heazlitt & Williamson stock of general merchandise to his partner, Robert Williamson, who will continue the business under the style of Robert Williamson & Son. Mr. Heazlitt, the retiring partner, has been engaged in trade for the past fifty years.

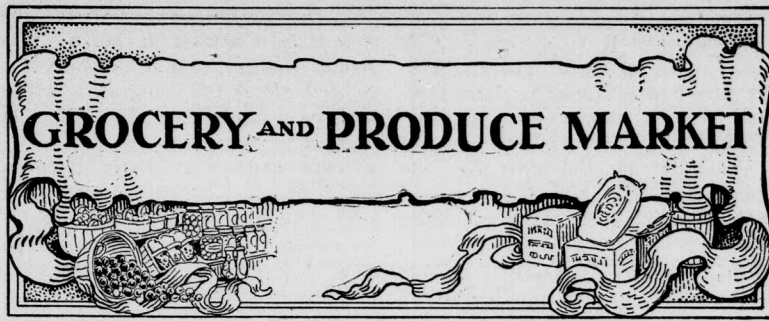
### Manufacturing Matters.

Lansing—The Manufacturers Distributing Bureau, Inc. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and \$1,000 paid in in cash. This concern will engage in the manufacture of paper products, cordage products, soap products, etc.

Fresh war loans every week or two, mounting taxes, serious disturbance of industry, increasing numbers out of work—this is the order of the day in Europe. How long can the nations endure it? The London Economist argues strongly that the war cannot last much longer, because it is already bringing financial ruin in its trial. The savings of years have been swept away in the past three months. Capital is being destroyed in vast amounts every week, and soon the process of financial exhaustion will compel taking up the question of a possible peace. This is good reasoning, but, unfortunately, war is the denial of reason. That countries can go on fighting even after they are bankrupt has more than once been proved. One point made by the Economist, however, is sound. It declares that England's superior position just now, financially and industrially, is due partly to the fact of her not having a system of compulsory military service. If she had been forced, like Germany and Austria and France, to call to the colors at once every able-bodied man, not even her command of the sea could have prevented something like a financial collapse. Voluntary enlistment in the army enables her to spread the strain over many months which the other nations have to undergo in a very short time. Meanwhile, her great resources of capital can be leisurely mobilized.

J. P. Kroeger has engaged in the hardware business at Ludington. The Michigan Hardware Co. furnished the stock.





### Review of the Grand Rapids Produce Market.

**Apples**—The market is on a firm basis, especially on barrel stock, with bulk apples out of the way on account of the cold weather. Indications point to higher prices after the first of the year. Contrary to all expectations the export business this season has been considerably more than last year. The exports are going to Glasgow and to English markets. The price ranges from \$2.25@4 per bbl.

**Bananas**—The price is steady at \$2.50 per hundred pounds. The price per bunch is \$1.25@2.

**Beets**—60c per bu.

**Butter**—The market is weaker and a trifle lower than a week ago. Fancy creamery is quoted at 33c in tubs and 34@35c in prints. Local dealers pay 24c for No. 1 dairy, 17@19c for packing stock.

**Cabbage**—60c per bu.

**Cauliflower**—\$1.50 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**—Cape Cod Late Howes are in increased demand at \$6.25 per bbl.

**Cucumbers**—\$1.50 per doz. for hot house.

**Egg**—The market is firm, with supplies light on fresh stock. Indications are that the market will go no higher right away, because the high prices cut off the demand to such an extent that only a small amount was needed to supply the trade. Local dealers pay 29c for case count and 32c for candled.

**Grape Fruit**—\$2.50 for Florida, all sizes. The market is well supplied and stocks are very fine.

**Grapes**—Malagas, \$4.50@5 per keg.

**Green Onions**—35c for Shallots.

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

**Lemons**—Californias and Verdellis, \$4.

**Lettuce**—Southern head, \$2.25 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 \$1 per 100 lbs. for red and yellow and \$1.25 for white; Spanish, \$1.25 per crate. The market is looking up and higher prices are predicted.

**Oranges**—In this line the supply of late Valencias is practically exhausted. Shipments are now coming from Florida and will constitute the

supply until the middle of December, when the new crop of California navels will begin to arrive. California Valencias, \$4.50@4.75; Floridas, \$3@3.25.

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

**Potatoes**—No change was shown in this market. It has been dull and draggy through the week, with no fluctuation in prices. Shipping conditions are more difficult at this time owing to the approach of the weather that compels careful precautions against freezing in transit. Michigan buyers are paying 22@25c, but are not very anxious to obtain supplies.

**Poultry**—Local dealers pay 9c for springs and fowls; 8c for old roosters; 11c for geese; 11c for ducks; 14@17c for No. 1 turkeys and 12 for old toms. These prices are 2c a pound more than live weight.

**Radishes**—25c per doz. bunches for round or long, 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 market is unchanged from a week ago. New York refiners are asking 5.10c for granulated, but are accepting orders at 5c. The market during the week has been a waiting affair with little immediate indication that it might be lifted from the rut into which it has fallen. The lull in raws as well as in refined could be largely attributed to the wary attitude of the French, who persisted in marking time in the hope of securing concessions on export granulated from the refiners. Sooner or later the deadlock will be broken for France needs sugar and especially with the war spreading in the section where the principal factories are situated. One report is to the effect that eighty-two plants with a capacity of 165,000 tons will work outside of the region of the fighting, but the total crop is being estimated as low as 235,000 tons, as against 850,000 normal. This means further drafts upon the United States, for the German sugar can not be availed of. Great Britain is able to get along on its previous purchases and will wait for the movement of the new crop in Cuba to supply its refineries. Counting the white raws from Java, there is no deficiency for the moment, although the meltings are less than the consumption. Other than the foreign outlet the refiners have little to raise their spirits, the

domestic buying being still hand-to-mouth, with no new business at the 5.10c level.

**Tea**—The market continues strong and, with the well-known shortage of supplies, is bound to go still higher. The stock on hand in London is 50,000,000 pounds less than last year. Supplies of Indias and Ceylons are very scarce and highest prices paid for Ceylons for over twenty years were realized in London this month, Orange Pekoes bringing especially high prices. Nine million pounds of tea were sunk by the German cruiser Emden and 17,000,000 pounds lost or tied up so as not to be available. These facts contribute to a stronger market. In Japan the shortage in medium and low grades is already being felt and prices are advancing accordingly. The greatest demand just now seems to be for black teas.

**Coffee**—Rio and Santos grades, except the finest roasting grades of Santos, are weak and dull, conditions being in buyers' favor. Milds are unchanged and quiet, except Bogotas and Maracaibos, which are relatively firmer than other milds because of scarcity. These grades have made a considerable advance from the lowest point. Java and Mocha are unchanged and quiet, but the course of Mocha seems to be downward.

**Canned Fruits**—Little interest is shown in apples, and prices favor the buyer without being quotably lower. California fruits are going steadily into consumption on contract deliveries, but there is little if any new business to report. Southern fruits are dull, as are also pineapples, the market for the latter being easy.

**Canned Goods**—The demand for tomatoes is fair, but the market has considerable underlying strength, owing to the hope of a large export demand. If that comes, prices will without doubt be much higher. Corn is steady to firm, but quiet. Peas are dull and inclined to be easy. String beans in the finer grades are not plentiful and are firmly held, although demand at present is limited. Spinach is steady. Pumpkin and squash are not freely offered, and the market has a firm tone. Referring to the Tradesman's observations on the pea situation last week, one of the largest packers in the State writes: "I notice what you have to say on the pea situation and for your information, I beg to advise you that fancy peas are scarce and hard to get, and if you wanted a car of fancy peas, I do not believe that you could find them in the State of Wisconsin. It is true that there are a good many peas over in that State, but they are all of off quality and many of them are very much off quality. A lot of people over in Wisconsin who were not pea packers and not men of trained business minds have run into the pea packing industry and they have a lot of junk over there that will have to be sold for what it will bring. I have just returned from a meeting of the Executive Board of the National Canners Association, held in Chicago the past two days, and fancy peas are scarce and hard to get. There are about 400,000 cases of corn, all

told, west of Chicago, mostly of the standard grade, which is a very small holding for this time of the year, and you will see standard corn in a very strong position before new corn is packed in 1915. The jobbers are not carrying heavy stocks of any kind. The corn packed in the past year, is about the same as last year; the quantity of corn was probably about the same, about seven millions of cases and actual consumption is about twelve million. I think there was eighty-five pea packing plants in Wisconsin, instead of ninety-odd. The chances are that an awful lot of the present stock of canned goods will go abroad. We closed a deal to-day for 10,000 cases, our first order."

**Dried Fruits**—Prunes are about 1/2c higher for the week, with 70s pretty nearly exhausted on the coast. The demand is quiet notwithstanding. Peaches are looking a little firmer, in spite of very light demand, because of expectation of foreign demand. Apricots are in about the same situation. Raisins are exceedingly dull—almost no trade is reported for them in the East. Currants unchanged and quiet. Hallowee dates are 1/2c higher, by reason of expected scarcity. All dates are above normal on account of the foreign situation. Figs are 1/2c higher because of the Turkish situation. Citron has also advanced.

**Canned Fish**—Salmon is strong, owing chiefly to large expectations of foreign demand. Domestic sardines are strong, with an upward tendency owing to the current light pack and limited supplies in packers' hands, although demand at present is comparatively light. All imported sardines are scarce and firm.

**Molasses**—The market is steady, with a fair consuming demand for grocery grades covering actual requirements. The advices from the South indicate that the planters are holding back in the hope of a recovery in sugar and the offerings are not liberal. The arrivals of new crop here meet only fair demand, although now more liberal.

**Rice**—The price is unchanged. Texas advices state that the country is facing a rice shortage, with small prospects of receiving stocks from abroad. The estimates of the crop are below the Government figure of 6,000,000 sacks, the Coast being expected to fall short. Even those who think that the supply will be ample await firm prices and buyers are active at primary points.

**Spices**—The market is quiet, with prices steady to firm, the feature being still peppers, which have attracted attention. The fact that supplies are being exported to Europe indicates comparative cheapness of the spot situation. Europe is above our parity, which explains the movement.

**Provisions**—Smoked meats are steady and unchanged, with only a moderate consumptive demand. Pure lard is firm, with a seasonable demand and unchanged prices. Compound lard is in increased demand at 1/8@1/4c advance. Barrel pork, dried beef and canned meats unchanged and dull.



**What Some Michigan Cities Are Doing.**

Written for the Tradesman.

Mt. Morris hopes to have electric light and power next summer and a building boom is expected.

Holly is prosperous with factories employing more men than usual at this time of the year.

Residents of Albion are being urged by the Common Council to trim their shade trees so that street lights will shine under them.

Alpena will hold its second annual Hospitality day Dec. 16. A year ago over a hundred farmers and their wives came to town and enjoyed the entertainment furnished by merchants, and a bigger and better time is promised this year.

Mortgages filed in Kalamazoo during the past ten months show a decrease in number of almost 12 per cent. over last year.

An industrial survey just completed at Kalamazoo shows that 1,279 women are employed in stores, factories and hotels there. The average wages paid weekly is as follows: In hotels \$6; in stores, \$8.70; in millinery stores, \$10.20; in factories, \$7.95.

Flint's new bread ordinance is now in effect. The ordinance requires the stamping of exact weight on all wrappers and loaves, except the one and two-pound loaves.

A rest room for farmers and out-of-town people has been opened at Vicksburg and is maintained by merchants and business interests of the town. The room is made very cozy with furniture, rugs, pictures and reading matter and the lighting, heating and toilet arrangements are looked after by the village marshal.

The Battle Creek Chamber of Commerce is urging the plan of opening municipal ice skating rinks under proper supervision and safeguards.

A consolidated waterworks centrally located, with adequate pumping capacity, is being urged for Saginaw by an official of the National Board of Fire Underwriters after an investigation.

The village of Saranac will have its new water works system completed within thirty days.

Sault Ste. Marie is asking for bids on supplying the city with 500 ten-gallon garbage cans. Later it is expected the city will purchase 2,000 cans.

Kalamazoo has passed an ordinance that will compel popcorn and other street merchants to stay over 300 feet from churches or other places of worship during services and a half hour before and after.

All charity work in Bay City is now focussed in the newly organized Bureau of Social Service.

Michigan has two beekeepers' association, the State and the Northern Michigan, and they will meet in joint convention at East Lansing Dec. 8 and 9.

Mayor Reutter asks the Lansing Common Council to purchase a gas testing machine, stating that individual tests by experts cost the city \$20 each, while a machine could be bought for \$175. He proposes that it be oper-

ated under direction of the city engineer and that daily tests be made.

Lansing will enforce the ordinance relating to horses being left unblanketed on the streets for more than half an hour during cold weather. Officers will take care of such animals and make the owners pay for it.

The Monarch Milling Co. a twenty-five barrel flour mill and cider mill combined will start operations in December at Alpena.

Work on Cadillac's new postoffice will start early in the spring.

Pontiac's \$7,500 bond issue for a garbage reduction plant was sold to the Oakland County Savings Bank at a premium of \$50. The bonds bear 5 per cent. interest.

The Eaton Rapids Commercial Club will establish an employment bureau, in charge of the Secretary. No charge will be made for the service.

The school board of Marquette has opened a campaign against cigarette smoking by the students.

Building operations have been active in Holland this year, the new homes completed costing around \$100,000. A new \$75,000 postoffice will also be built.

Benton Harbor will vote again on the \$60,000 water bonding issue, the special election to be held Dec. 8.

The beet sugar plant at Menominee paid out \$228,000 to the farmers of that section for beets in October.

Big catches of trout were made this fall at Charlevoix on grounds where fry had been planted by the Fish Commission.

The Menominee Commercial Club has secured the word of Chicago & Northwestern Railway officials that the station in that city will be cleaned up, better lighted and otherwise improved.

Benton Harbor is making a protest regarding the plan of the Big Four to take off two of its trains.

Sturgis will have a new school building costing \$95,000.

An investigation at Lansing, with 38,500 people and twenty-eight churches, shows that there are 28,000 who are outside its churches.

Business men of Waldron have organized, with Frank Nevin as President. Almond Griffen.

**Bankruptcy Matters in Southwestern Michigan.**

St. Joseph, Nov. 10—In the matter of the Kalamazoo Oil Co., bankrupt, the trustee filed report showing sale of the remaining assets at the plant at Traverse City to the Great Western Oil Co. for \$950.

In the matter of William E. Bommer-schelm, bankrupt, Kalamazoo, the trustee filed his final report and account, showing total receipts of \$10, which sum was paid for actual expenses, with the request that the final meeting of creditors be called and he discharged as trustee.

Nov. 12—In the matter of Albrect Hinrichs, bankrupt, Kalamazoo, an order was entered for the first meeting of creditors Nov. 25, for the purpose of proving and allowing claims, the election of a trustee and the examination of the bankrupt. The bankrupt filed his schedules showing the following assets and liabilities:

Liabilities.	
City of Kalamazoo, taxes	\$175.26
James M. Burt, Kalamazoo	1,975.00
M. Wolfe, Maiden Lane, New York	150.00
L. Stein, New York	367.31
H. C. Kionka Co., New York	103.70
L. Sellmann Co., Chicago	27.50
Rockford Silver Plate Co., Rockford, Ill.	64.20
Novelty Clock Co., New York	8.75
Detroit International Jewelry Co., Detroit	10.60
Jonas Koch, New York	11.88

S. Borgzime, New York	30.50
A. G. Hartina, Kalamazoo	90.00
A. Wislon, Kalamazoo	6.50
Rosewinz Bros., New York	175.12
Scribner Loeh Co., New York	1,241.50
Gray Harris Co., New York	10.30
Central Watch Co., Chicago	7.45
Taylor Title Co., Kalamazoo	4.00
International Silver Co., Meriden, Conn.	63.87
R. Wallace & Sons, Chicago	.38
Southern Michigan Paper Co., Kalamazoo	.48
Hussey Co., Providence, R. I.	20.02
Asiatic Art Jewelry Co., N. Y.	19.50
Waterbury Clock Co., New York	5.14
Evans Mfg. Co., Chicago	5.77
Alphonse Weill & Co., Buffalo, New York	63.50
Simplex Vacuum Mfg., Philadelphia	5.14
Michigan State Telephone Co., Kalamazoo	14.40
Block Ring Co., Buffalo, N. Y.	48.33
The Watson Co., Attleboro, Mass.	7.53
Lanzarnus & Weil Co., Chicago	87.55
Kalamazoo City Savings Bank	645.00
First Nat'l Bank, Kalamazoo	265.00
The Graham Co., New York	117.00
Norris Allister Ball Co., Chicago	120.23
Frederick B. Weiss, New York	24.35
Depress Bridges & Noel, Chicago	23.52
Raymond W. Saunders Co., Chicago	3.25
Ziething & Co., Newark, N. J.	25.70
Kelley & Steinmann, Detroit	20.79
Gilmore Brothers, Kalamazoo	29.29
R. A. Thomas, Kalamazoo	10.00
J. R. Jones Sons & Co., Kalamazoo	5.85
Charles H. Farrell, Kalamazoo	100.00
Aloysine Hegin, Kalamazoo	69.00

Total	\$4,108.43
Assets.	
Stock in trade	\$5,000.00
Accounts receivable	267.75
Total	\$5,267.75

Nov. 13—In the matter of Horatio W. Patterson and J. Earl Patterson, co-partners as H. W. Patterson & Son, and as individuals, the trustee filed a report showing sale of the assets to William Maxwell, of Kalamazoo, for \$85. Thomas Ford Hitchcock, of Three Rivers, filed a voluntary petition and, in the absence of the District Judge, the matter was referred to Referee Banyon, who entered an order adjudging petitioner bankrupt. The schedules of the bankrupt disclose no assets except those claimed as exempt and the following liabilities:

First State Bank of Three Rivers	\$286.00
Buy's & Hill	29.75
E. G. Deal	31.15
Johnston Griffith Co.	31.25
The Model Shoe Co.	4.10

Balch & Harning	5.00
B. E. Smith	10.40
F. S. Webster & Co.	37.98
W. M. McAllister	10.32
Andrew Patrick & Co.	4.37
W. R. Gibbs & Co.	13.98
Campbell Drug Store	1.50
J. H. Odell, M. D.	3.75
B. A. Goff	14.63
Three Rivers Publishing Co.	1.00
Murray's Laundry	4.83
A. Bushnell & Co.	20.90
Samuel S. Reed	35.00
A. E. Barnes	10.00
Three Rivers Gas Co.	20.31
Constantine Hydraulic Co.	3.09
Caldwell & Co.	2.50
H. B. Wheeler & Co.	50.00
Drs. Spencer & Pierce	58.25
Dr. G. S. Farmer	38.25
R. K. Bull	68.25
E. H. Thompson	5.36
Mrs. Walter Albor	90.00
E. H. Haskins	300.00
Carton Grocery Co.	27.56
First National Bank	27.00

Total \$901.23

Nov. 14—In the matter of William E. Bommer-schelm, bankrupt, Kalamazoo, an order was made for the final meeting of creditors on Nov. 28, for the purpose of passing upon the trustee's final report and account; also to see if the trustee shall be authorized to interpose objections to the bankrupt's discharge. Creditors were also directed to show cause why a certificate favorable to the bankrupt's discharge should not be made by the referee.

In the matter of M. Henry Lane, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors Nov. 27 for the purpose of allowing claims, the election of a trustee and the examination of the bankrupt.

Nov. 16—In the matter of the Kalamazoo Oil Co., bankrupt, an order was made by the referee confirming the trustee's sale of the remaining assets to the Great Western Oil Co. All the assets have been reduced to cash and the final dividend will be declared at the next meeting.

Many manufacturers in Detroit have adopted the slogan, "Don't talk war, talk business." Not a bad slogan for all business and traveling men to adopt.

It is easier for the average man to stand adversity than prosperity, and much more common.

**SUN-KIST**  
REG. U.S. PAT. OFF. **CANNED FRUITS**

**THE CREAM**

From the SUN-KISSED Orchards of California

Selected from the choicest of California's orchards, they are canned the day picked in nothing but pure granulated sugar. No wonder they are good—the people who pack them have been 50 years learning HOW TO DO IT.

**National Grocer Co.**  
Musselman Grocer Co., Branch, Distributors  
GRAND RAPIDS, MICH.



**Owosso Retail Dealers Fully Organized.**

Owosso, Nov. 23—Following a banquet at the Hotel Wildermuth Friday evening given by the Owosso Baking Co. to the merchants of the city, an association of the retail merchants was organized, to be officered as follows:

President—Harry E. Smith.  
 Vice President—W. R. Goodrich.  
 Treasurer—L. B. Allison.  
 Secretary—Wm. A. Seegmiller.

The following committee was appointed to prepare by-laws and constitution for the Association: H. D. Lyon, C. A. Lawrence, D. M. Christian and W. A. Seegmiller. The plan as outlined contemplates the meeting of the various branches of the general organization, such as the grocers, dry goods dealers, shoe dealers, etc., among themselves, to discuss their own problems and affairs, while the general organization, affiliating with the larger organizations of the State and Nation, will consider problems relating to the retail trade in general, striving to get legislation to meet its needs and reaching out for the trade and co-operation of the farmers in the upbuilding of the city and community.

Harry Smith, President of the Grocers' Association, called the meeting to order and asked W. A. Seegmiller to preside. The latter called upon Chas. Ward, of the Owosso Baking Co., host of the evening and Harry Walsh, the donor of the cigars passed, to stand up. Each responded and expressed his pleasure at so large a body of representative business men being present.

Messrs. M. C. Bowdish, John Afeldt, Jr., M. C. Goossen and O. H. Baily, of the Lansing Grocers' and Butchers' Association, were present and gave short talks, showing the advantages of co-operation.

D. M. Christian was called upon and gave a strong, helpful talk. He called attention to the improved methods of doing business nowadays as compared with thirty years ago. "The world is growing better in spite of the present European war," declared Mr. Christian.

W. M. Howe, of Kansas City, Mo., organizer for the National Grocers' Association, gave the principal address of the evening.

He gave a forceful address, emphasizing the need of co-operation and cited concrete cases where retail dealers had been benefitted by their associations.

The following local merchants were in attendance: Chas. Ward, Harry Smith, W. J. Blood, J. R. Ketcham, A. E. Osmer, Leigh Christian, C. A. Lawrence, H. B. Sturtevant, H. D. Lyon, F. J. Storrer, J. A. Hayes, Chas. Miller, E. L. Bunting, A. F. Loomis, L. C. Hall, H. B. Collins, F. W. Smith, Harry Walsh, Geo. Wright, Grant Wright, L. B. Allison, W. R. Goodrich, Herman Dignan, W. E. Hall, W. A. Seegmiller, L. O. Underwood, Richard Ferris, M. Blair, C. C. Wright, E. D. Horne, J. J. Davis, Claude Nutson, W. A. Upham, D. M. Christian, I. G. Curry, Herbert Hawcroft, R. L. Chase, A. D. Chase, F. L. Brown.

**Boomlets From Bay City.**

Bay City, Nov. 23—It is reported that Bay City may be selected as the location for a United States fish hatchery, because navigation is encroaching upon the Detroit site. The Commissioner has stated that the head of Saginaw Bay is the logical location.

The new building being erected here for the Fulton Manufacturing Co. is progressing rapidly, the weather conditions having been ideal for work.

The business men's excursion to Sandusky and other towns on the D., B. C. & W. Railway last Thursday was a complete success.

If the citizens of Port Huron succeed

in raising \$100,000 for the Grand Trunk Railway, that company will immediately begin the erection of a plant there that eventually will cost \$2,000,000. This proposition from the Grand Trunk officials was received recently by Port Huron's business men and the finance committee of the Business Men's Association will make an effort to raise the required amount in ten days. If this plant is secured by Port Huron, it will be of great practical benefit to the merchants and to the entire city.

The clothing store of E. W. Ellis, Vassar, was entered by burglars early last Monday morning and \$1,000 worth of clothing taken. The thieves were good judges of values, as they selected the best grade of fur coats, suits and underwear.

Auburn village, ten miles west of Bay City, was in great danger of being wiped off the map last week by fire. The residents by prompt action and hard work saved the business section.

According to a bulletin on occupational statistics just made public by the Census Bureau, Bay City is not only the home of a great sugar industry, but has many varied lines. The great number of industries assure a continuous and healthy growth of our city.

There was a snow storm in Eastern Michigan last week which covered the ground and measured about one inch in depth, in consequence of which trains on the P., O. & N. and the P. M. were delayed. Pub. Com.

**Quotations on Local Stocks and Bonds.**  
 Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	308	313
Am. Light & Trac. Co., Pfd.	102	104
Am. Public Utilities, Com.	35	40
Am. Public Utilities, Pfd.	60	65
Cities Service Co., Com.	42	46
Cities Service Co., Pfd.	52	55
Comw'th Pr. Ry. & Lt., Com.	55	57
Comw'th Pr. Ry. & Lt., Pfd.	77	79
Comw'th 6% 5 year bond	96	98½
Holland St. Louis Sugar	4	5
Michigan Sugar	38	42
Pacific Gas & Elec. Co., Com.	35	37
Tennessee Ry. Lt. & Pr., Com.	8	10
Tennessee Ry. Lt. & Pr., Pfd.	40	45
United Light & Rys., Com.	40	45
United Light & Rys., Pfd.	67	69
United Lt. & Ry. new 2nd Pfd.	61	64
United Light 1st and ref. 5% bonds		86½

**Industrial and Bank Stocks.**

Dennis Canadian Co.	85	90
Furniture City Brewing Co.	50	60
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	115	120
Commercial Savings Bank	216	220
Fourth National Bank	215	220
G. R. National City Bank	170	175
G. R. Savings Bank	250	260
Kent State Bank	245	250
Old National Bank	190	197
Peoples Savings Bank	250	

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

Buffalo, Nov. 25—Creamery butter, fresh 28@35c; dairy, 24@32c; poor to good, all kinds, 18@20c.

Cheese—New fancy, 15@16c; new choice 15c. Held fancy, 16½@17c.

Eggs—Choice fresh candled, 33@36c; fancy, 40c.

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

Beans—Medium, new \$2.70@2.75; pea, \$2.60@2.65. Red Kidney, \$3.25@3.50; White Kidney, \$3.25@3.50. Marrow, \$3.50.

Potatoes—New 40c per bu.

Rea & Witzig.

S. W. Perkins—not Samuel P. Perkins—is engaged in the manufacture of mince meat at 308 West Bridge street. Mr. Perkins is the original mince meat manufacturer in Michigan, having embarked in the business at Acme in 1883. He has since been located at Coopersville, Traverse City and Everett, Wash., but is now engaged in business in this city. He requests all who are interested to write him for prices.—Adv.



**Karo**  
(EST. U. S. PAT. 1897)

**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.







DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY,**  
Grand Rapids, Mich.

Subscription Price.  
One dollar per year, if paid strictly in  
advance; two dollars if not paid in ad-  
vance.  
Five dollars for six years, payable in  
advance.  
Canadian subscriptions, \$2.04 per year,  
payable invariably in advance.  
Sample copies 5 cents each.  
Extra copies of current issues, 5 cents;  
issues a month or more old, 10 cents;  
issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice  
as Second Class Matter.

E. A. STOWE, Editor.

November 25, 1914.

### THE GROCER AN EDUCATOR.

The time is long since past when a grocer can hope to be in the highest degree successful simply by holding himself in readiness to wait on customers, be quick at wrapping packages, accurate in weighing and careful in making change. These attributes are valuable, it is true, but there are many things more valuable to the up-to-date dispenser of any kind of merchandise, and positively essential if he is to effectively cope with twentieth century phases of competition in mercantile lines.

It is the man with new ideas and the ability to carry them out who attracts the best class and largest volume of trade to his store. The corner grocery is no place for old fashioned loafers— or new fashioned ones, either, for that matter—either in front of or behind the counter. On the contrary a corner grocery when literally so, is very fortunate in occupying the choicest location on any good business street, and is in a position to cater to the most critical and exacting kind of customers. If the grocer is going to rise to his opportunities and lead those who come to his store to trade, instead of being harried and criticized unjustly by the public in general, he must wake up, hatch out some new ideas and proceed to prove his right to leadership.

The opportunity which comes naturally to the grocer to educate the tastes of his customers and direct their purchases when it comes to food selection are so apparent as to need no proof, although that he has this power has been conclusively demonstrated repeatedly. If he does not use this power to his own advantage—and that without prejudicing the best interests of his customers—it is either because he is mentally indolent and incompetent, or physically so, and in either case is not creditably fulfilling his mission in serving his community.

There are two things which daily vex the majority of women, namely, "What shall we have for dinner?" and "How much will it cost?" Both of these questions the wise grocer will make note of and take pains to keep constantly before him. To set upon their tables a variety of pure

and wholesome food at a cost within their means is the biggest problem which thousands upon thousands of women face every day. The grocer who makes these problems easier for his customers to solve will not only gain their lasting friendship, but their regular trade, and that is what he is in the grocery business for. But how to do this is the question the reader will ask.

An idea that one live-wire dealer carried out, and which is possible to any well-informed grocer, no matter whether his store be large or small, is this: He carefully planned one menu a day each for the noonday and evening meals, being careful, of course, to name only such foods as he carried in stock, with the exception of fresh meats which he sometimes placed on the bill of fare, although he put on the list as many meat substitutes as possible. These menus he printed with his stencil letters in large type on a big card and hung it in a conspicuous place in his store. On a table beneath the menu card he arranged the articles necessary to carry out the menu and marked plainly the cost of the minimum quantities of each that he would sell. When this minimum quantity was more than would be required for that one meal he, of course, did not forget to call attention to the fact, so that the customer would not charge up the full price to the one meal. It was a very easy matter for a woman to go into the store, look over the menu, note the prices on the foods required that she did not have on her pantry shelves, and know just what her outlay would be on the meal. Of course, not every woman who saw the menu carried it out in its entirety—perhaps very few did—but it gave them a lead, and set them to thinking, one item suggesting another, and to say the least offered a mighty good excuse for a housekeeper to take the time to "run over to the store" and see what the day's menu contained. Once in the store the grocer's task of making a sale to her became greatly simplified.

This same grocer made a decided hit with a comparative diet display, the feature of which was a comparison of the food values and cost of different foods that are equivalent to one pound of meat. The foods which he placed in display beside a plate on which was placed a pound of beef-steak with price attached were such as are generally recognized as satisfactory and desirable substitutes for meat. Among these are eggs, cheese, macaroni, fish (canned, dried or otherwise preserved), nuts, figs, raisins and other dried fruits, condensed milk, olive oil, nut butters and similar products. It must be remembered, of course, that most meat substitutes, with such conspicuous exceptions as fish and eggs, are very concentrated foods, and that they are utilized in prepared dishes and not in their original state. A dish requiring the use of cheese, nuts, olive oil, etc., in reasonably generous quantities becomes a logical meat substitute.

Another good display of foods which would surely attract favorable attention would be those of heat-producing qualities, as it is a matter of common knowledge that some foods naturally produce heat for our bodies, while others are lacking in heat-producing constituents. Among the heat-producing foods may be mentioned potatoes, sweet and Irish, macaroni, spaghetti, rice, oatmeal, cornmeal and cereals of all kinds, sugar, honey, molasses and flour.

Displays such as are suggested in the foregoing paragraphs are decidedly interesting and educational, and so much is being talked and written on these subjects of food values as to make them very timely. Such exhibits also excite comment and discussion among the women and, thus prove a good advertisement for the store which makes them. One hears about the exhibit, goes to see, and tells her neighbor, and new customers are thus won. Do not forget that people who would be interested in these things are usually of the best class and most desirable customers.

Some grocers may think it asking a good deal of them to expect that they become students of domestic economy and the science of food values, but if one is in touch with the progressive spirit of the times he will readily see the advantage and recognize the commercial value of a certain amount of just that kind of knowledge. Indeed, much is being expected of grocers these days, and they must have a wide comprehensive knowledge of all that pertains to food, its production and handling in the factory, as well as of the business of distribution.

To secure the necessary authoritative information to carry out these educational ideas is, after all, not so difficult as may at first seem. The United States Department of Agriculture has compiled and published in bulletin form an immense amount of matter on these subjects. It is in concrete and available form, the bulletin being usually not long and containing short, terse paragraphs and illuminating tables that are easily studied.

It would pay any grocer to send for the free price list No. 11, which contains a list of all of those pamphlets relating to Food and Diet which have been issued by the Department of Agriculture. Address the Superintendent of Documents, Government Printing Office, Washington, D. C. The pamphlets or bulletins are sold at the nominal price of 5 or 10 cents each, the price being apparently gauged by the size of the bulletin, as they are sold at cost of production.

A resourceful man will find in the publications many pieces of information which he can utilize and can depend upon the statements being authoritative.

In addition to the displays in his store, food and dietetic knowledge forms a good basis for some good advertising in the local newspapers, and as proving the value of this kind of advertising it is being used in-

creasingly by manufacturers of food products in magazines and city dailies. There is no reason why it should not prove equally trade producing in the more restricted field of the grocer in our smaller cities and towns.

### RAILROAD RATES.

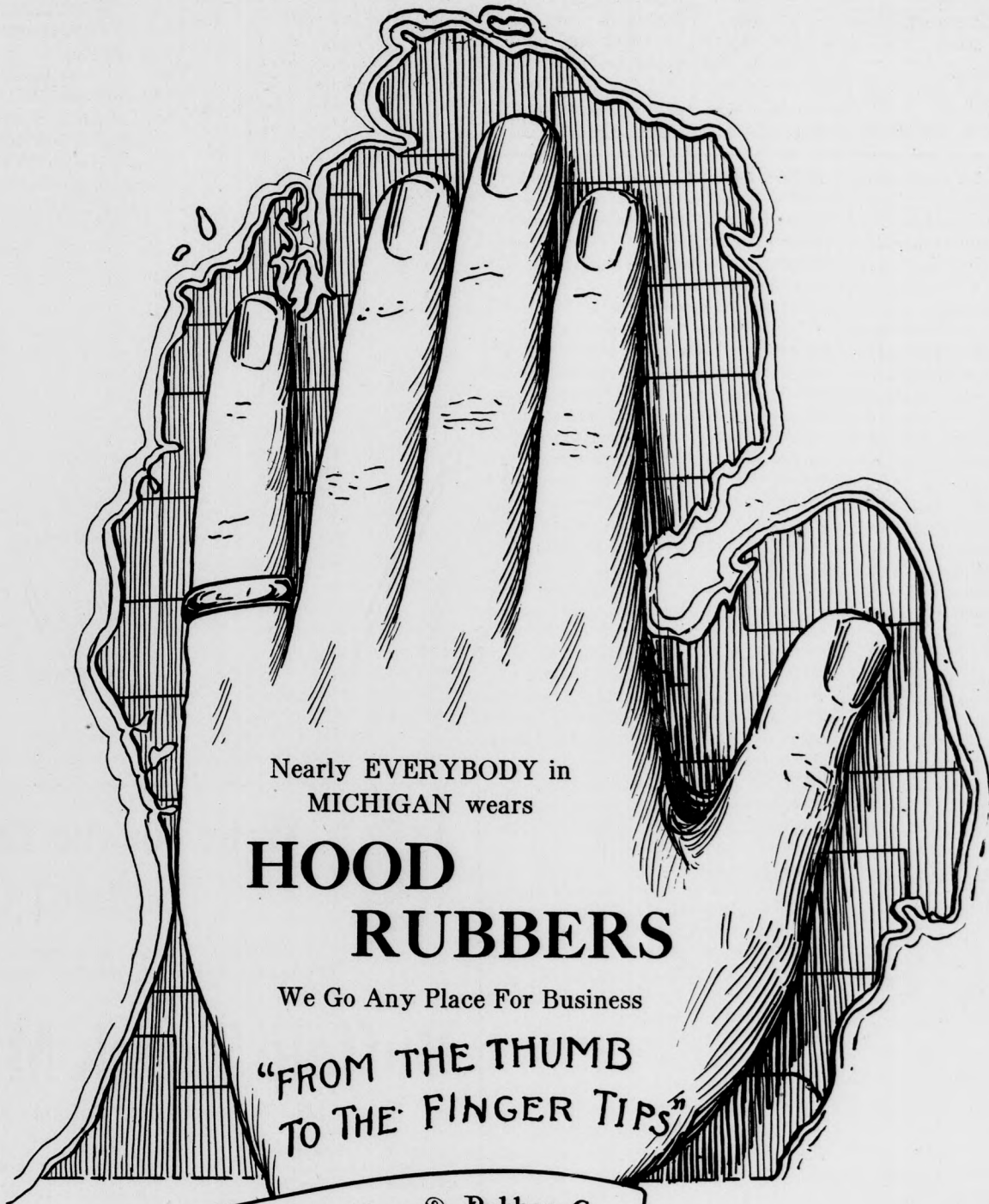
The apparent necessity for an advance in freight rates would never have risen had the Government refrained from the attempt to control them to a degree that approximates oppression. The increased cost of running the railroads is due to continually advancing taxes, mandatory legislation, full-crew bills, and the enormously inflated demands of the labor unions, backed up by the Government to a point that amounts to coercion.

Railroad rates in this country, as the result of steady progress in the science of railroading, declined for many years, and if the railroads had not been too greatly harassed, might even now be lower, instead of developing an advancing trend. Low rates mean increased business. As the labor unions increased their power and the politicians needed more money to support an increasingly extravagant state socialism, the expenses of the railways began to rise. Had they been free to do so, they would have advanced rates and endeavored to unload the effect of these adverse influences on the consuming public. This increased tax on business would long since have brought about a general readjustment of all costs, including wages, and, as the result of a lessened demand for transportation, freight rates would have declined to former or even lower levels.

It is absurd to expect that advancing rates at the present juncture will cure a situation which has been brought about in defiance of economic law. If the Interstate Commission refuses the renewed request of the Eastern trunk lines for a 5 per cent. advance in freight rates, some relief may be obtained by a reduction of labor costs in relation to the number of units of transportation produced. This means employing fewer and more efficient men. If the request for an advance is granted, the effect on the business and financial situation will doubtless be temporarily beneficial and stimulating; but in the end taxes and wages must come down. High wages and costs cannot indefinitely persist along with low import duties without seriously imperilling the industrial supremacy of this country; the credit of the railroads will be restored by readjustment from the bottom up, and in no other way. Rates are not laws and cannot become so by fiat of government. They are organic and should be flexible. The present rigidity of rates means ultimate paralysis of all forms of business enterprise. Rate-cutting and all forms of discrimination are against the public welfare and are quite properly forbidden. Economic law can be defied for a time, but in the end nature collects her bill with compound interest.

The art of pretending is not confined to regular actors.





Nearly EVERYBODY in  
MICHIGAN wears

# HOOD RUBBERS

We Go Any Place For Business

“FROM THE THUMB  
TO THE FINGER TIPS”

Grand Rapids Shoe & Rubber Co

**HOOD RUBBERS AND WIDE AWAKE**  
Merchants “Stick” Together

Because Hood Rubbers fit well and wear better, and both the “People”  
and the “Merchants” know it.

Get them now while the demand is active.

Save that 5 per cent.

Shall we hear from you—Mr. Man?





### Decorating the Store for the Holiday Trade.

A window which attracted a crowd large enough to demand police control was one which gave a most realistic representation of a blizzard, with its clouds of swirling, blinding snow, hiding the landscape and drifting in places deep enough to cover the fences and outbuildings of the farm. The dwelling, a broad, low-roofed house, bright red, with the light shining through the window gave a touch of genuineness that was beyond the brush of the painter.

This window trim offers a clothing store immense opportunities for suggesting timely and seasonable merchandise displays. As, for instance, two figures, a boy and a girl, battling with the elements in warm winter apparel. Boys riding on sleds will afford an opportunity to push junior suits and overcoats; all these would give buying suggestions to the on-looker when he sees fur coats, sheep-lined coats, sweaters mufflers, gloves, heavy caps drawn over the ears and face. Or, a figure supposedly just from an automobile, with all the accessories of fur robes, garments etc.

Like autumn leaves, to suggest a change of apparel at that season, snow, in blinding clouds, will make a spectator want winter clothing of all kinds; will make him feel the necessity for buying such things more than a page of clever advertising; like all good window attractions, it suggests buying now and here, at this moment.

#### The Window Background.

The background of this snow or blizzard scene, liberally touched up with flitters, is a view of snow-covered hills in the distance, with here and there, singly and in groups, real fir trees of miniature size glued to the canvas. As the snow lodges on the overloaded branches and topples down it lends a realism that makes the people stand and look at the ever changing scene. It is life and motion that always attracts the passerby.

There is a wallpaper to be had in a mountainous landscape pattern, with which to cover the back and sides of the window, and a clouded paper for the ceiling—unless the window trimmer is luckily an artist who can paint the scenes himself.

The fir trees, from ten to one hundred, according to size of the window, made from the branches of a big fir tree, should range in size from six inches in height for those in the foreground, diminishing to about two inches or less for those in the distance. Use flitters on these also.

If a dwelling is introduced into the

picture, let it be elevated a few inches and well in the background, to suggest distance. A green fence will be a bit of color, but we leave all these smaller details to the cleverness of the window trimmer.

#### How the Snowstorm is Made

In building this display the important and essential feature is to have the window boxed in—top, sides and bottom—so perfectly that no air can get in or out. Seal it hermetically so that when the two or three pounds of eiderdown used to represent the snow—the quantity to be governed by the size of the window—is put in motion by an electric fan in one corner the down will fly as naturally as real snow.

The bottom of the window should be smooth. Changes of temperature are to be avoided through insulation, so as to prevent condensation on the glass. The door through which to enter the window should be edged with a heavy listing all around the edges to make it air-tight. The joints at the front, where the floor and top meet the sash or glass, must all be covered with strips of paper, pasted down tight. A square window brings the best results, because the currents are deflected from the right angles. The fan must be moved around from place to place until the proper spot is found to make the down fly up in a natural snow swirl.

Figures are best introduced out of the line of air currents created by the fan, and the smaller, the less obstruction, and the more natural the motion of the snow.

#### Holiday Decorations Inside the Store

The interior decorations will always be governed by the shape and size of the store, and we can only suggest ideas to the resourceful young man who is in charge of the undertaking.

The overhead trims can be as heavy as desired, but let them all come from the ceiling, swinging on rods, because when the store is open at the height of the eye it creates a better impression, and the crowd can also be seen and managed easier by the force—a most important point.

Graduated overhead trims give much space to display goods; they can run from the sides, low down, to the center of the room, forming an arch the length of the store. But for a moderate-size stock the rods can be graduated from the front to the rear of the storeroom, the one next the front door as the highest, to the lowest one at the back of the house, the difference in the height of the rods to be determined by the length of the store and the height of the ceiling. Twelve inches is the

usual fall. The rods should be hung with articles of merchandise having in a general way about the same length to preserve uniformity.

A beautiful trim is to have the columns in the store come up out of thick bunches of green pine or fir foliage, rising and tapering to a point at a height of about seven feet. These bunches can be tied around with wide red ribbons or the beautiful crinkled paper to be had. Of all colors for Christmas trims, red and green are the most effective.

Ropes of greens lead up from these clusters and twine around the posts, and are dotted with miniature colored electric globes, which come up from the thickets below. The ropes may lead across the room in festoons or follow the lines of the ceiling in square or other figures.

Pine or fir trees four feet high may be peaced on the edges around the room, each showing four to six colored electric lights—all of these can be had from the local electrician, who will also be called on to rent or loan his patron any fancy display electric fixtures he may have used for some special occasion.

#### Decorations Outside the Store.

Christmas greens are the first requisite in the decoration of the outside of the store front, and can be fastened to frames, which fit the windows. Small electric globes like these inside can be used most effectively when placed out of reach of the small boy.

Flank each side of the entrance to the store with a tall fir tree, planted

in a section of drain pipe filled with dry sand, and put electric globes in among the branches of the trees. Nothing I have ever seen will equal this display for effect, at the same expenditure of time and money.

A sign bearing the greeting, "A Merry Christmas," can be made with letters cut from cardboard, painted with gold paint and liberally strewn with flitters; these are to be pasted on green tarlatan tightly stretched on a round or square frame and hung over the entrance or in the window.

A more elaborate display for the front is to build a framework extending standards for the outer edge and 1x2 ing over the sidewalk, using 2x2 inch strips of lumber for the framing, spacing them about twenty-four inches apart. These rest on the outside crosspiece and are supported by a strip on the wall of the building. Cover all with ropes of greens or tied branches of cedar or pine.

The four-candlepower colored electric globes will twinkle charmingly among the thick green foliage of the covered posts, supports and festoons. —Apparel Gazette.

#### Grave Charge Made Against Goldstein.

Detroit, Nov. 24—As a little warning to your Detroit representative, I would like you to state in the Tradesman that the Detroit patrons would appreciate it more if he would spend his money in Detroit instead of Windsor. L. Williams.

Generating hot air is easier than getting up steam.



## Write for the Latest "Buffalo" Catalogue

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

## Buffalo Trunk Mfg. Co.

127-139 Cherry St., Buffalo, N. Y.

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

THE  
SOLID CONSTRUCTION  
LINE

## A Message to Enterprising Merchants

\$25 Net Cash

Length 54 in.  
Width 30 in.  
Height 42 in.

Quartered Oak  
Writing Bed  
Three-ply Panels



Made of Selected  
Plain White Oak.  
Wax Finish

Can also be finished  
in Weathered, Fumed,  
or Early English with-  
out extra charge.

"This Desk Is Its  
Own Best Praise"

Grand Rapids Merchandise & Fixture Co.

FRED D. VOS 803-805 Monroe Ave.

OTTO A. OHLAND

Grand Rapids, Michigan

We relieve you of any "used" fixtures



### THE DARK SIDE.

#### Some Unpleasant Features of the Retail Trade.

Written for the Tradesman.

The writer has read, pro and con, all that has been published in the Tradesman on the subject of Cash vs. Credit, and notes with much interest the points brought up in each.

An article appearing in the Tradesman upon the view that a good credit basis was the best, on account of the larger accounts, moving of goods and retaining customers has its weight, but, on the other hand, what person ever engaged in business upon a credit basis, conservative as he might be, that did not have many poor accounts to charge to profit and loss?

The writer believes that the merchant is not protected enough by the laws of the State in regard to credit business. For instance, if a retail merchant gives credit to any one, it matters not who or how much he is worth, he is compelled to sue or garnish or place in legal hands for collection. Would he not have been better off without the account?

It is so easy to start something against a merchant's honesty, especially if the person is one who has been sued. Such persons have their friends and the other person or persons, not knowing whom to believe, keep shy of the merchant and by so doing say that they will keep on the safe side.

If the laws of the State were such that a merchant could attach any property in the hands of the debtor upon proof of the account, the merchant might trust with some security. As it is, I believe it is better to run a store upon a cash basis and follow this up month by month with some inducement for the cash buyer to spend his money where it goes the farthest.

The mail order houses sell for cash. They buy in large quantities and are in a position to make a profit, but they are not on the ground floor, as the retailer is, therefore can not show the goods to advantage.

The retailer has to pay too much for his goods. Possibly the wholesaler does not make a large profit, but if the retailer could buy direct and save the middleman's profit he could then meet mail order competition and still have something left for himself. One thing sure, the profit in retailing is cut to threads, and these are just hanging. This three for 25c business which seems to be established in the buyers' minds has cut the profit of the retailer until there is nothing left. Sell three cuts of tobacco for 25c, six packages of smoking for 25c, three cans of Pet milk for 25c, six loaves of bread for 25c, six bars of Export soap for 25c and figure your profit and see if you have not been doing business for the wholesaler and the consumer.

Too many sell leaders below cost, as 20 pounds of sugar for \$1. A barrel of sugar will not weigh out what the retailer has to pay for. The wholesaler does not lose, for he sells the sugar at the mark upon the barrel,

but the retailer has to stand this loss. Then, too, if he does not give down weight, the customer calls him stingy and goes to the next store. Selling candy by the nickel's worth and not weighing the same. Simply filling the bag. Let the retail merchant weigh his candy and he will readily see that his candy case is costing him money.

There is the loss in transit. Eggs are broken. Flour sacks come in torn. Butter has been upset and has to be sold for packing stock. To get a claim out of the railroad is like pulling teeth. Say, Mr. Retailer, did you ever get stung on butter? Have you not paid a good price for butter, taken pains to pack the same well and then have the commission man reply with his remittance, "Received in poor shape, bad quality packing stock," and where you should have received 25c a pound you get 17c. This might do, but when the farmer tells you that you make money on all his butter and could pay him more, then it is about time to stop handling butter.

The retailer dare not discriminate. He dare not have two prices for butter and eggs. His trade will not stand this discrimination. They will go to the other store. And right here let me state is where the storekeepers are the biggest fools out. To pay more for butter and eggs than they are worth, simply to hold trade. If each merchant in each town would come together the producer with rotten butter and eggs would not sell at all and there soon would be better butter placed upon the market.

There is too much advantage given the commission man in grading the retailer's stock of butter, eggs, potatoes, etc., and not enough advantage given the retailer in purchasing these. The only remedy is for the retailer to sell direct to the consumer, but even this would need be on the C. O. D. basis, with privilege of examination.

The writer notes many articles on politeness of merchants and clerks, but seldom ever reads of politeness of the public or the purchaser. What is good for one is good for the other. The more pleasant the purchaser the more apt he is to get bargains if the merchant has them to offer.

The wholesaler has the advantage over the retailer in collecting accounts. He gives but 30 and 60 days time and this only to well-rated merchants. There being no rating for the public the retailer is obliged to take chances. The wholesaler can replevin any merchandise upon the retailer's shelves to satisfy an account, but the retailer can not replevin any but the goods sold, and these being goods that are consumed he is simply out, unless the debtor is willing to settle.

Some wholesalers cut the retailers by selling direct to consumers. Sugar refiners do, coal mining companies are guilty of such acts.

The retailer must meet competition, pay as much as others for produce and take what the commission men offer. The retailer is up against a demanding public, who sit upon his counters, absorb his heat, spit upon

his floor, make light of women customers and abuse the proprietor for his hospitality. The merchant must pay his taxes, insurance, rent, fuel, light, phone, wearing apparel and the general up-keep of a business. This alone is enough without the above losses. Mail order houses come into his territory and sell their goods without paying a license or a tax in his community and still the home consumers will patronize the mail order houses which are located in the large cities and which pay nothing towards the state, county and township taxes. There is not the big profit in the retail business many consumers think there is. Mail order competition belittles the retailer and causes the public to think that he is exacting too large a profit from him, while in reality he does not get what profit he should have. This, the writer thinks, is the cause of so many failures, rather than the business management of the merchant. If the merchant could buy as cheaply as large concerns, possibly he could compete.

The small merchant loses upon the fluctuation of prices, for not knowing when goods advance he generally sells his goods according to price paid until he buys again, but if goods go

down he generally has to reduce his price before he disposes of the goods on hand.

This letter is written to show the other side of the question, possibly the dark side. The light side is generally always before the public, but the writer thinks that the dark side represents the more serious questions. What is success? Is it the merchant who makes money? Not always. Conditions may alter success.

The writer would be pleased to hear from others through the Tradesman just to see if he stands alone.

A.

If a man was offered his choice of fame or fortune, he'd take the fortune and hope to acquire fame later.

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THE EASIEST WAY

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

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*The Tisch-Line Co.*

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



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Now for the Winter Trade

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

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

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

**BROWN & SEHLER CO.**

Home of Sunbeam Goods

Grand Rapids, Michigan

## Horse Blankets---Plush and Fur Robes

Automobile Robes

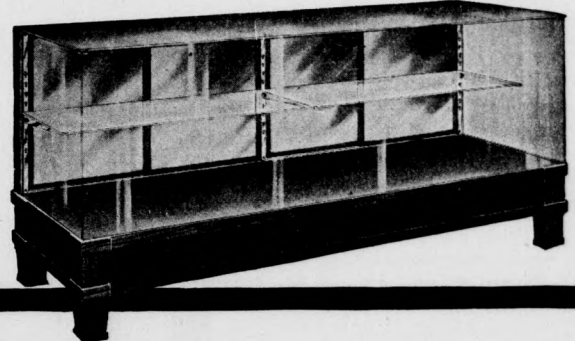
We bought our stock before the war and have not advanced our price.

You are invited to look over our line.

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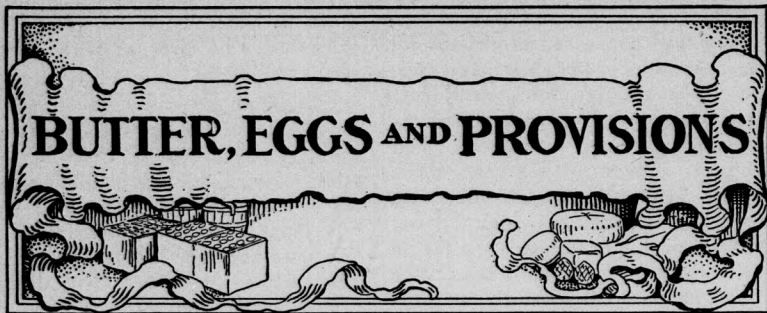
Grand Rapids, Michigan



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan  
The Largest Show Case and Store Equipment Plant in the World  
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#### 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.

#### Hints for Packing.

The following is a copy of Circular No. 394, issued by the American Railway Perishable Freight Association:

"It will be noticed that the ordinary strawboard filler is composed of strips which are cut or slit half way from the edge at the regular spacing, and which when put together in reverse order as usual, form the pockets for the eggs.

"In placing the top filler in each half of egg case, see that the solid (uncut) edge of filler is placed upward and next to the ends and centerboards of case.

"The reason for placing the top filler as described above is that if the top filler is placed in the case with the cut edge upward, next to the ends and center-board of case, the weight of the eggs is very apt to bend over the upper part of each pocket against the ends and center-boards of case, particularly so if the filler contains any moisture, thus causing the eggs to fall against the hard ends and center-boards, resulting in breakage.

"A further precaution will be to place small tufts of excelsior between the ends of filler and the ends of the egg case, also on both sides of the center-board, particularly in the top layer, to serve as cushions for the eggs to rest against.

"As the foregoing relates particularly to the top layer of eggs, the proper packing of cases as suggested can easily be supervised before the covers are nailed down.

"Investigations made by a committee of the American Railway Perishable Freight Association have demonstrated that in the handling and transportation of eggs, breakage is found more often in the top layer at the two ends and next to the center-board than elsewhere.

"Such investigations have also shown that when cases are properly packed in the manner above suggested and are so loaded and stowed in the car as to prevent their shifting in transit, very little, if any, breakage will occur.

"It should be understood that this circular does not in any way affect the rules and conditions provided in the various classifications and tariffs applicable."

#### Egg Terms Defined.

If you will look at the rules of the National Poultry, Butter and Egg Association, which are printed in their hand book, you will find the terms

defined fully, we think.

Ordinarily, the term current receipts is used to imply whole receipts as they come from storekeepers and farmers, including what dirties, smalls and deformed eggs are ordinarily present. No notice is taken of the quality. Current receipts, loss off, is a term used for the above eggs, with all the worthless eggs thrown out; that is, eggs which are not salable by law. This varies in different states.

Ordinarily firsts is an official term. The rules referred to provide that fresh gathered national firsts shall be packed in new or standard thirty-dozen cases, shall consist of clean, fresh, reasonably full, strong, sweet eggs, as follows: January 1 to February 1, 70 per cent., and weigh forty-two pounds and over net; February 15 to May 15, 85 per cent., and weigh forty-three pounds and over net; May 16 to October 31, 70 per cent., and weigh forty-two pounds and over net; November 1 to December 31, 60 per cent., and weigh forty-two pounds and over net. The balance, other than the loss, may be defective in strength or fullness, but must be sweet. The dead loss in bad eggs must not exceed one dozen per case and the total average loss may not exceed two dozen per case, but if the total average loss does exceed the amount by not over 25 per cent., the eggs shall be good delivery upon allowance of the excess.

"Firsts quotably" means, probably, a first which is salable at a certain price but which is said to be quotable first because the market is not active and it may not be possible at the time to sell the eggs at the quoted market, although it might not be possible either to go into the market to buy for any less. This condition maintains as a rule following a decline in the central market when the country prices have not declined accordingly.

Checks is another word for cracks, although it is customarily used in connection with light cracks, eggs slightly cracked or which have defective shells.



#### 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.

## Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

## Shelbark Hickory Nuts and Walnuts Wanted

Advise what you have with price

M. O. BAKER & CO.

TOLEDO, OHIO

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.

Mail us samples

Red Kidney, Brown Swedish and White Beans

any quantity you have to offer, also

Potatoes, Onions, Apples, Rye and Clover Seed.

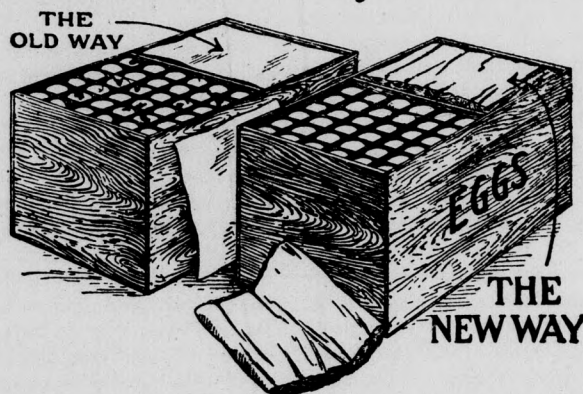
Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

## 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.



## FIFTY YEARS AGO.

Interruption to Thanksgiving Dinner  
at Sand Creek.

Written for the Tradesman.

In an early day among the Michigan pines Thanksgiving was not wholly neglected as one might suppose. A more cosmopolitan lot of people never lived than those who broke into the great pine wilderness and won the land from its savagery.

The mill town of Sand Creek was one of the farthest inland, way up on the biggest lumber stream in the State.

At the time of the great Civil War the pine woods were safe resorts for those who wished to escape the beak of the law. Every nationality was here represented, from the Potawatami Indian to the Spaniard and Dane from across the big pond. Nationalities were, however, forgotten while men of all nations fraternized like members of one common family.

To our lumber village came, early one spring, a man with a singularly benign appearance. I remember him now as though it were only yesterday that he stepped within the range of my vision. I was a boy then, although thinking very strongly of joining our army in blue at the front.

The war had languished for a time, but now the indomitable Galena tanner with his legions of Northern boys, was pounding at the gates of Petersburg. The North felt encouraged to believe that before another spring the legions of Robert Lee would lay down their arms, acknowledging the sovereignty of a victorious Union.

George Morton came among us seeking a position—a job of work. What would he do? Anything from wheeling a barrow to filing the saw in a mill.

"That's what I want, a saw-filer," said the mill owner, whose last man at the job was down with the dumb ague and was not likely to be on the job again for a long time to come.

"Try me, sir," and the man's blue eyes twinkled.

Morton was the mildest mannered man I had ever seen. Among the woodsmen we expected more or less roughness of demeanor, but here was a man who would have done honor to a Sunday school convention. I liked him from the start. He had a benevolent cast of countenance a high brow, clustering masses of chestnut hair and the handsomest sandy beard imaginable, which latter he stroked with great precision when in deep thought.

The mill owner was an ardent Union man. In George Morton he found one to his liking in this respect, since the new arrival was very pronounced in his Union sentiments.

It was in April that Morton put his hand to the work of straightening out the tangles left by his predecessor. Within the short space of four weeks Mr. Merritt was ready to declare that in Morton he had found the most perfect filer he had ever employed during his twenty years in the mill business.

After being on the job something over six weeks Morton broached the

subject of bringing a woman to the village.

"My wife would like very much to come out and be with me if I can find a suitable dwelling," explained Morton. At the time none of us suspected him of being a benedict.

The women folk of the lumber town were duly excited over the prospect of an added attraction in the person of the filer's wife. A plain board shanty was fixed over and Mrs. Morton came and was duly installed.

Here was another surprise. Mrs. Morton was a splendidly handsome woman, with midnight hair and eyes. Her demeanor was that of a woman who had met with some great sorrow. The villagers received her graciously, wishing to make her sojourn among them as pleasant as possible.

The summer passed with Julia Morton a prime favorite among the wives of the Sand Creekites. "She's the most perfectly lovely woman I ever met," declared the mill owner's wife, and her sentiments were echoed by the others. In this little Western settlement the bickerings and cast pride of the East had not entered. The lovely Mrs. Morton took upon herself the task of superintending a Sunday school. Right there in the woods were youngsters growing up without proper religious training and the good lady in question was only too willing to aid in making the school a success.

She did succeed, too. Her husband often led in prayer meeting. The couple were a decided acquisition to Sand Creek society. Mr. Merritt was not himself a church goer, yet he approved of it in others, and was heard to state on one occasion that if ever there was a genuine Christian that man was George Morton.

In the fall came Abraham Lincoln's call for a National Thanksgiving. His proclamation to that effect came when Grant was facing Lee in Virginia, slowly yet surely driving the great Virginian to the wall. Appomattox was already foreshadowed and, in consequence, the North felt like giving thanks to Omnipotence for the good that was to come.

I shall never forget that Thanksgiving day.

Merritt had asked the Mortons to his home, together with several of the neighbors. Two wild turkeys had been secured from Indian Bill, which, together with cranberries from our own marsh land, roasted pig, Irish potatoes and a dressing that Mrs. Morton had herself prepared such as the Maryland planters were wont to make for festive occasions—Mrs. Morton was a Marylander by birth—the festive board groaned with good things.

George Morton asked an old fashioned blessing, sitting next at the right of the hostess. Knives clattered, plates were passed and the feast began.

Outside the first sleighing of the season held sway. As a boy I sat at the foot of the long board table, waiting my turn—the last—to be served. A tinkle of bells fell on the frosty air.

I sat nearest the window through

which I glanced. A double sleigh had driven to our door and halted. Two men alighted, one stepping boldly to the window looking in. The next moment he rapped sharply on the door.

"Visitors!" exclaimed a voice.

"I was expecting none," said Mr. Merritt.

I sprang up and opened the door, admitting two youngish men. The moment Mr. Morton saw then a startled whiteness visited his impassive countenance. His wife, seeing the gaze of the newcomers fixed on Morton uttered a low cry.

The filer, in the act of passing his plate, dropped the same and sprang to his feet. There was a swift rush across the floor, a short, panting struggle, with two men upon one, then Morton sank wordless into his chair.

I had heard the faint click of cold steel, knew without seeing that handcuffs had been snapped over the wrists of George Morton. Considerable confusion followed. The dinner was spoiled for that day. The meek and lowly filer suffered himself to be led a prisoner from the room.

I noted his face as he was led out. It was white, sunken, despairing. Not a shred of hope seemed to have been left to him. This high-handed proceeding naturally aroused Mr. Merritt. He followed to the sleigh, demanding the meaning of all this. The officer turned as he thrust his prisoner to a seat in the sleigh. "Jim Gragson is a deserter, sir. We've been hunting for him for six months!"

With that the two men drove away.

When we returned inside the women were working over Mrs. Morton, who had fainted dead away in her chair. That was the last time we ever see George Morton. What his fate may have been has been mainly conjecture. His wife left the village soon after, refusing to throw any light on the subject.

After the war a man came to the woods who claimed to have known Jim Gragson, alias George Morton. He said the man was an Indianian, a deserter from one of the cavalry regiments. He was taken back, permitted to return to the ranks, perishing in one of the latter battles of the war. Whether this is true or not I have never learned. As I remarked before, that Thanksgiving day was one that I shall never forget.

Old Timer.

Some men are nothing more than animated threats.

And many a man is so full of ideas that he slops over.

## 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.

## Geo. L. Collins &amp; Co.

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

29 Woodbridge St. West  
DETROIT, MICH.

## POTATO BAGS

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

ROY BAKER

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PRODUCE  
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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

## Watson-Higgins Milling Co.

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Grand Rapids :: Michigan

## Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.  
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Write or wire us when ever you have

## POTATOES TO OFFER

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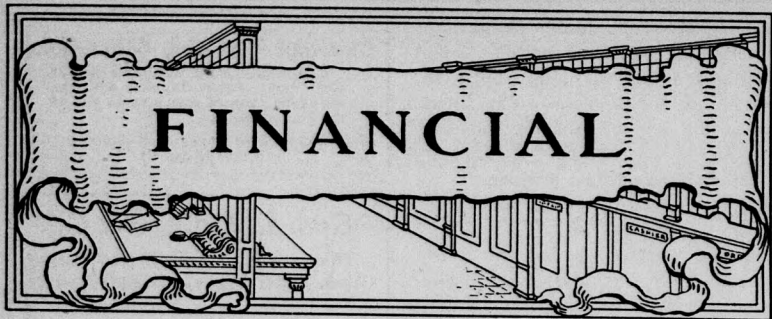
236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

Use Tradesman Coupons





Joseph W. Selden, 53 years of age, manager of the First National Bank of Calumet, President of the Copper Country Commercial Club, director of the Calumet State Bank, Hancock First National Bank and Michigan Assurance Company, of Detroit, was found dead in bed at his home in Calumet Nov. 16. His family was absent and the hour of his death is not known. Mr. Selden went to Calumet in 1905 to become manager of the First National. Previously he had been a National bank examiner. Mr. Selden started life as a printer in Sanilac county. Later he was publisher of the Harbor Beach Times, deputy internal revenue collector and Assistant Secretary of State. Mr. Selden had a high place in copper country business circles ever since locating at Calumet. Mrs. Selden and adult children survive.

At a meeting of the stockholders of the State Bank of Ewen, held recently, the following were elected as directors: Lewis Jensen, of the L. Jensen Co., Ewen; J. S. Wiedman, Jr., of Wiedman & Son Co., Trout Creek; Dr. Carl F. Moll, of Kenton; J. N. Howlett, of Bruce's Crossing; E. J. Humphrey, J. F. Foglesong and A. M. Anderson of Ewen. The directors elected the following officers: L. Jensen, President; J. S. Wiedman, Jr., Vice-President; E. J. Humphrey, Second Vice-President; A. M. Anderson, Cashier. The State Bank of Ewen has been capitalized at \$20,000.

The new banking law has been on the statute books more than half a year, and it will be in good working order soon. The transfer of reserves is to be accomplished, commercial paper is to be defined, subscriptions to the capital stock of the Federal reserve banks are to be paid in, and many perplexing problems that will cause delay have yet to be solved. But it has become clear, in a general way, that the new law will favorably affect the bank in the small town and city, and, in that way, will be of service to the local merchant.

The state banks have resources of about fourteen billions, compared with only eleven billions of the National banks. The state institutions, on which so much local prosperity depends, therefore, are the greatest influence in making the United States lead all the other countries of the world in its bank resources, although the biggest bank in this country ranks seventeenth among similar establishments in the world. Although all the National banks have become members under the new system, not so many state banks have qualified, thus far, as was expected. A contemplated amendment of the law, however,

will make it more attractive to state banks, so that eventually they will be adequately represented.

Under the old National Bank Act, at certain periods, the country banks were in the habit of loaning their surplus funds to banks in the larger cities. When a sudden local demand for money arose, the local bank often was unable to accommodate its customers. Further, the country banker hesitated about extending his local lines of credit, no matter how safe the security, because he had no place to rediscount his paper.

Under the new system, inasmuch as a Federal reserve bank will deal primarily with its member banks and its resources will be held for the benefit of such banks, the member banks can take care of their customers, the smaller concerns. So long as the paper is of the class and character required by the provisions of the act, it may be rediscounted with the Federal reserve bank in its district, which always will be supplied with sufficient funds to meet the demands upon it.

For example, a local merchant applies to his bank for a loan. If everything is satisfactory, the paper is approved, and the loan is made. The merchant's note is then passed upon and approved by the nearest branch Federal reserve bank and transmitted by it to the principal bank of that sort in the district, which issues Federal reserve notes to cover. In this way, the merchant gets his money promptly, and the volume of credit that the local banker is able to extend is diminished less than under the old method.

The new act provides that "upon indorsement of any member bank, any Federal reserve bank may discount notes and bills of exchange arising out of commercial transactions; that is to say, notes and bills of exchange issued or drawn for agricultural, industrial or commercial purposes, or the proceeds of which have been used or may be used for such purposes, the Federal Reserve Board to have the right to determine the character of the paper thus eligible for discount, within the meaning of this act."

The important point about this new law, especially for the small merchant, is that it makes provision not only for the creation of a large class of commercial paper hitherto non-existent, but for the easy discounting and rediscounting of this new class of paper. It will improve the standing of commercial paper,

## Fourth National Bank

Savings  
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3

Per Cent  
Interest Paid  
on  
Savings  
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Wm. H. Anderson,  
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Assistant Cashier

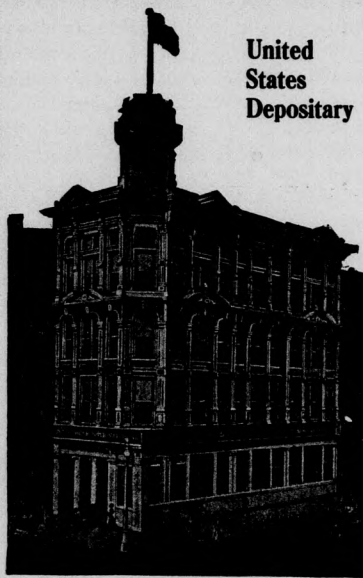
United  
States  
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Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Capital Stock  
and Surplus  
\$580,000



## THE GRAND RAPIDS TRUST COMPANY

*cannot die, is experienced in financial matters and business affairs; has the very best facilities for investing funds safely; is managed by officers, directors and employes of high standing in the community and is itself financially strong and responsible. These facts make it the very best agency or instrument to administer a trust no matter for what reason or purpose the trust is created.*

123 Ottawa Avenue, N. W.

Both Phones 4391

## The Old National Bank

GRAND RAPIDS, MICH.

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



and will place it on the high plane where it belongs.

Much will depend, of course, on the interpretation by the Federal Reserve Board of what constitutes "commercial paper eligible for rediscount" by the Federal reserve banks. Should that body give this phrase a liberal interpretation, it would give a tremendous stimulus to the issue of commercial paper.

It should not be taken for granted, however, that the putting into effect of the new system will result in a tremendous demand for commercial paper and a lowering of the rates of discount. It will take time for the new system to get into operation, and for the banks to accustom themselves to the new conditions and change over from their present methods of employing available funds. Under ordinary circumstances, however, there is no question but that the market for mercantile paper will eventually be greatly broadened and the supply largely increased. All this will work for an increased expansion of the small merchant's business.

That there has been a turn for the better in the financial and business situation throughout the West and over part of the East is certain. It has been under way for nearly three weeks, and is more apparent in many lines. The most striking thing came with the opening of the Federal Reserve Bank at Chicago last Monday. That event not only brought an expansion of credit and lowered rates of interest, but there followed an expansion of activity in the industries and employment of over fifteen thousand men in this district alone.

The new Bank at Chicago, with its capital of \$13,168,330, deposits of \$35,000,000, and a loaning power of \$60,000,000 or more, has brought about a distinct change, which is being reflected in many ways. The opening of the reserve banks throughout the country is expected to release \$1,500,000,000. In Chicago alone \$25,000,000 will be released. This outlook has created a decidedly better feeling, and increasing confidence has taken the place of doubt. This is shown in the enlarged calls for money and the disposition on the part of many merchants and manufacturers to go ahead, after having held back for months.

There is now a disposition to look ahead and try to see more good in the situation, and forget the past as far as possible. Colder weather has brought a better feeling among mercantile lines, and with its continuation better buying is expected, for interior retailers will soon reduce their stocks and come again as buyers. Already there is a better business among many of the large clothing factories. Some of these had been running at 40 to 50 per cent. of capacity, within the past two weeks they have enlarged to 60 and 85 per cent. Factories making war equipments, especially tanners and manufacturers of leather goods, are having a large trade, some running full capacity, and find difficulty in securing supplies of raw material.

Where there are no manufacturing interests, and the communities depend upon agriculture alone, there has been no depression of consequence since the war started. This is due to the large crops, which were marketed at high prices and showed good profits to the producer. The large sales of horses made to foreign governments at high prices have also been a factor.

The best trade-booster of all is the activity in purchases of flour, wheat, oats, rye and barley for export. The primary movement of wheat has exceeded that of last year since July 1 by about 45 per cent., being the largest known. The exportation of nearly 180,000,000 bushel of wheat and flour since July 1 brings the total to nearly the aggregate for the twelve months last year. With the 75,000,000 bushels already sold to go out, this has done much to bring about a more cheerful feeling and put the country in better condition.

The twelve Federal reserve banks began business last week under most auspicious conditions. After a period of acute strain, the mechanism of the new banking system was installed without friction or the contraction of credits, which was so feared in some quarters. On the other hand, the change has been effected at a time when there was no speculation and no incentive for the sort of inflation which some critics had prophesied would attend the reduction of the reserve requirements. What is more, the regional banks have been received with evidence of real enthusiasm. In addition to taking over the reserve deposits of the member banks, it is apparent that they will receive large excess deposits as well.

The Federal Reserve Board, in its regulations governing the initial operations of the banks, has taken care to emphasize that the new discount facilities do not mean cheap money or cheap credit. By naming such rates as would prevent too free use of the discount privilege at the start, with a lower rate for paper maturing within thirty days, the Board has provided the necessary safeguards. It is evident that these rates will be soon reduced in the case of banks in sections where money is piling up, and such changes could well be made. From what has been done within the last few days by some of the banks in the central reserve cities, it is evident that outstanding loan certificates will be retired, and that much of the emergency currency will be surrendered as a result of the facilities afforded by the new banks.

It will take several weeks to adjust present methods to the requirements of the new system, but the fact to remember is that the start has been made without any of the ill-effects which the critics of last winter were sure would appear as soon as the requirements of the National Bank Act were abandoned in favor of the untried provisions of the new law. The regulations governing the classes of paper to be rediscounted will, in all probability, be soon changed as the present provisions would

seriously restrict the operations of the new banks in the discount market.

#### Why Haskey Is Silent So Long.

Owosso, Nov. 23—I send you check for next year's subscription to the Tradesman. I am like all other traveling men in that I consider it one of my best assets.

Before I forget it, I want to tell you what has become of your local correspondent, Honest Groceryman, better known as George W. Haskell. He has joined an Old Ladies' Pedro Club and spends all of his spare time practicing the game. I might also add that there are several other reasons why you have not heard from him. I have insisted that he write and tell you how he lost his sample case. Of course, no one would say anything about the nice looking lady he was with on the train, or that he lost it on account of her being there, but he did, and he hasn't been the same since. He doesn't like to even talk about it, Mrs. Haskell says George is a good fellow—when he is asleep. Evidently George doesn't tell her some of the dreams he tells me about, but anyway we all love our good big Honest Groceryman and hope that he will soon take time enough from the Old Ladies' Pedro Club to give us a little dope. The season's greetings for you and your publication. Fred J. Hanifin.

Many a man who starts at the foot of the ladder manages by great grit and determination to be there at the finish.

## Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Resources  
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

Ask for our Coupon Certificates of Deposit  
Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK



## 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 445 and 1122  
Bell Main 729

Grand Rapids, Mich.

Fifth Floor  
Mich. Trust Bldg.

4% the first year

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

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

Guaranteed by two wealthy responsible men.

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

The Michigan Trust Co.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

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

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





#### Window Trim Made Up Entirely of Handkerchiefs.

Here is a good method of making a trim in combination with holly boxes and a few Christmas candy boxes.

The handkerchiefs are given the place of honor in this trim, but comparatively few of them are used. Only in a few instances do the handkerchiefs need to be taken from their original folds. Thus, the damage to the stock is negligible and at the same time great prominence is given handkerchiefs.

To make the trim the first thing is to cover the background with as bright red crepe as you can get.

Then along the outer edges at the top of the background near the window glass run a line of garland. Then run other lines of garland down over each fold of the crepe paper. This will divide the background into panels for the showing of handkerchiefs.

Now note the boxes, boards and two foot strips illustrated in the drawing. Get these fixtures of the relative size shown and cover them with red crepe paper. Then arrange them in the position shown in the drawing.

Next, cover the panels with handkerchiefs down as far as the fixtures. This is done by alternating the handkerchiefs flat and folded. Not to exceed half a dozen need to be used to each panel.

In making the center unit lay the two strips in position and pin a bunch

of handkerchiefs flat on the top. Then pin two holly handkerchief boxes to the top under these and alternate down to the floor on each strip a holly box and a folded handkerchief.

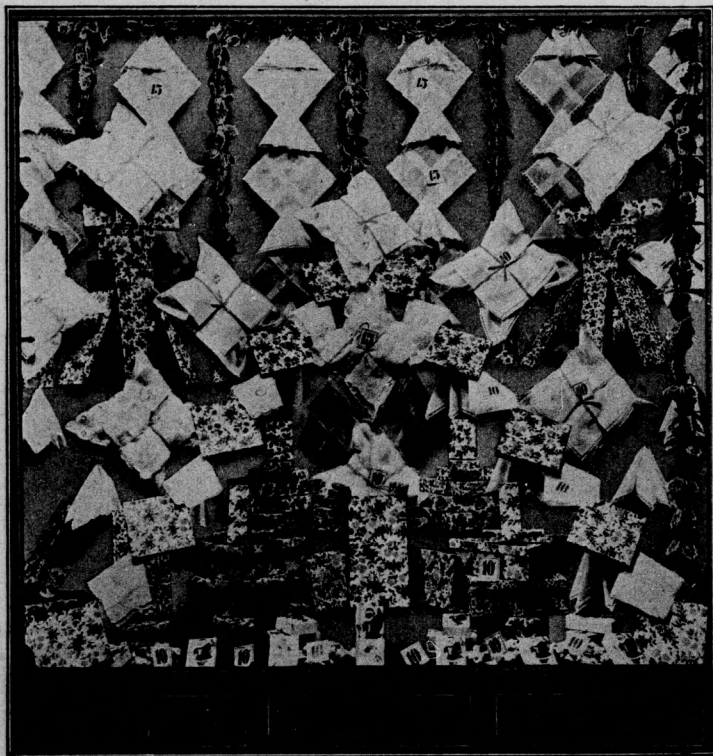
Then pin to the center box one-half dozen or so handkerchiefs clear down to the box in front. On this second box make two neat piles of holly boxes with a pile of handkerchiefs in the center. On the low box on the floor in front make a unit of one tall holly box and two smaller ones. Build up a pile of holly boxes on each side of this.

The units at the right and left are made in practically the same way. Merely build a pile of holly boxes on each and on top of the pile pin to the background a bunch of handkerchiefs in the original folds.

The decorative scheme next to the glass is made by arranging holly boxes and decorative candy boxes alternately, together with about three trays of candy.

This window if you follow instructions will be composed entirely of red, white and green, thus giving a real Christmas effect.—Butler Way.

Khoury Bros., dealers in general merchandise at Channing, writes: "Enclosed find check for \$2 for subscription to the Tradesman for two years. We are always glad to renew our subscription to the Tradesman. It is certainly full of good pointers."



Photograph of Window.

# Ha-Ka-Rac



NOT ONLY are the Boys' Knit Coats of the Ha-Ka-Rac line given the most careful attention, but they also have the same swagger lines as the men's coats. Boys feel bigger and are always satisfied when proud possessors of one of these coats.

No. 1804...\$18.00  
Oxford, Navy or  
Cardinal

The Perry Glove  
& Mitten Co.  
PERRY, MICH.

## Wear "Lincoln Mills" Hosiery And Enjoy Warm Feet This Winter

Lumberman's Socks  
Heavy Wool Socks in Bundles  
All Weights of Wool Socks in Boxes  
Ladies' Wool and Fleeced Hose  
Children's Wool and Fleeced Hose  
Infants' Wool and Fleeced Hose

We can give you Quick Service on above lines  
at popular prices.

Are you from Missouri?

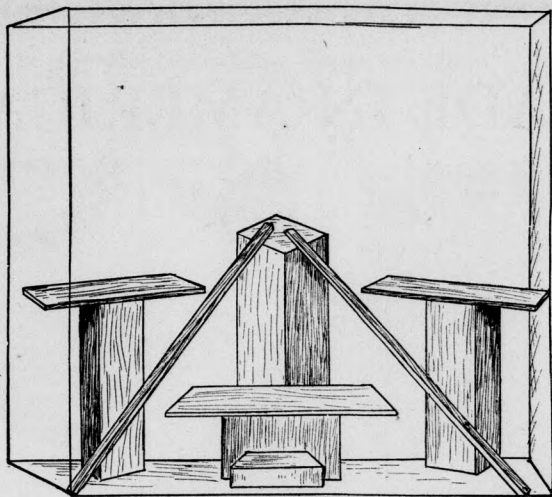
Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids

Michigan





Drawing of Fixtures.

### Invitations and Bait.

Will you walk into my parlor? was the invitation given by the wily old spider to the stupid, innocent little fly. And in the fly walked. He stayed there long enough to make a meal for the spinner of webs.

Of course we wise ones read the old nursery rhyme with a smile. We remember, perhaps, that it brought a thrill of horror to us in childhood as we pictured the poor little insect struggling in the clutches of the poisonous bug. We were children then. The fate of a fly does not now interest us. In fact we would rather be inclined to back up the spider industry in order to get rid of flies. Then, of course, the little tale is really valueless because it has no genuine counterpart in life, no lesson to teach. No human being could possibly be so stupid as to be caught like the fly. Is that so?

Take another think. It's our treat.

What about the old spider of a storekeeper who has nothing to recommend his establishment but the web of cut prices? He gets in under others, perhaps, because he does not sell fresh goods as represented. Again, he may get under because he has a dirty, insanitary store. Or it may be that he saves on his payroll, and gives poor service. In either of these three events the customer has been caught in a web, and has made a meal for the storekeeper. He is more fortunate than the fly in that he gets out alive, but that's about all you can say. The merchant got all out of him he could.

Now it is not likely the fly would have been caught again in the same web if he had made his escape. He would probably have known better than that. It is more than likely that the customer who finds how badly he has been treated will also avoid that store in the future. It does not pay to spin webs. A polite invitation is one thing—a bait to catch a sucker is another.

### Cash, Credit and Profit.

It has been asked why it is that some stores doing a strictly cash business fail when there is apparently enough trade to keep everybody in the establishment busy.

Possibly there may be more than one reason, but there can be little doubt of the fact that in very many

instances the same old story of disregard of overhead expense is the root of the trouble.

Selling for cash is not a panacea for all miseries. It does cut off losses from bad debts. It cuts off little else. There is not much difference in the cost of doing business under cash and credit system. The former requires almost as much machinery as the latter. To buy for cash and sell for cash will not be profitable unless the difference between the buying price and the selling price is wide enough to cover carefully figured out cost of doing business as well as profit.

Overhead expense includes salaries, not forgetting the proprietor's rent, light, heat, insurance, delivery, losses by depreciation of fixtures, store maintenance, advertising and miscellaneous expenses.

Selling prices must be such that each article of merchandise bears its pro rata of this expense. There must then be added a percentage for profit.

It has been shown by investigation that the average overhead expense varies all the way from 16 to 30 per cent.

Suppose, for example, your cost of doing business is 20 per cent. You wish to make 10 per cent. profit. An article costs you, freight included, \$1. Mark the price \$1.43 and you make your 10 per cent.—no more.

It figures out this way: Selling price, \$1.43. Cost of doing business, 20 per cent. Twenty per cent. of \$1.43 is 29 cents. This added to \$1 makes \$1.29, the total cost. Subtracting this from \$1.43 cents, the selling price, leaves 14 cents, which is 10 per cent. of the selling price.

Whether business is done under the cash or credit system the result is the same.

To succeed, figure all profits on the selling price not on the invoice from manufacturer or jobber.

### Store Organization.

Thorough organization in the store must not be neglected. The advertising, the window displays, the interior displays and the store front must all work together to emphasize the general plan of campaign.

Either one of these arms of the service may do some good by itself, but it is strengthened by all the others acting in harmony with it. By con-

necting up these departments of publicity in one grand concentration potency is perfected.

Indifference is too often shown by the merchant in these matters. He is too frequently neglectful of one or several of them. His advertising may be all right, but it is not supported by the store itself.

Planning out how you wish to arrange your windows will suggest the advertising, and you will never be at a loss to know what to put in the newspaper if you keep in mind what you wish to display in the window and the store. The two together drive home the message to the consumer, just as one stroke of the hammer on the nail may be insufficient without those which follow.

### The Busy Man.

Peals of laughter came from the president's room as the secretary stepped out.

"Mr. Green is too busy to see you at present," said the secretary politely.

"I'm sorry," said the man who called on business. "Will you go back and tell Mr. Green that I've got two stories just as good as the one he's heard, if he'll let me in to tell them.

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.

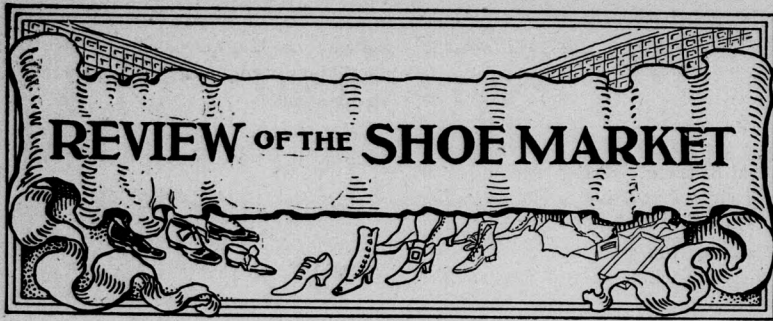
**Any Way  
You Look at it.**  
Our Muffer Line is Biggest and Best

**PAUL STEKETEE & SONS**  
Wholesale Dry Goods Grand Rapids, Michigan

Is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand. ☞ ☞ ☞ ☞

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





### The Human Factor in the Retail Shoe Business.

Written for the Tradesman.

The task of keeping the footwear requirements of one hundred millions of people properly attended to is no small job.

As a matter of fact, it is a great big proposition.

As a better knowledge of footwear becomes more general, retail shoe distribution is bound to become a more highly specialized service. And that means more to the people interested in the distribution of footwear than may appear on the surface.

If anybody is disposed to doubt the fact of a general and increasing awareness upon the subject of shoes and shoemaking, his very doubt is proof that he isn't wise to changing conditions.

People are coming to know more about shoes—materials from which they are made, their processes of manufacture, lasts, fitting qualities, style-features, standardized values, and many other equally important things about shoes. This information is no longer the exclusive possession of people engaged in the manufacture and distribution of shoes, as used to be the case.

Educational factors and processes are at work, and footwear enlightenment on the part of the public is coming to be a thing that must be taken into account by everybody in the shoe trade who proposes to build an enduring business on solid foundations.

It does not fall within the purview of this sketch to analyze and discuss these educational factors. In general they may be classified as advertising and salesmanship. But each of these two main stems of education has its ramifications. But the point I want to emphasize here is, the educational propaganda is on. People are coming to have a more adequate knowledge of footwear—and not only from the standpoint of dress, but also a knowledge of footwear as a health—and efficiency—factor.

#### The Personal Touch.

If my characterization of the popular mind concerning footwear as personality-commodities is correct; that is to say, if the American people are actually coming to know more about shoes than formerly—then several highly practical conclusions or corollaries may be drawn therefrom.

For one thing, the so-called "personal touch" is going to remain an indispensable factor in the retail shoe business. The shoe-wearing public possesses infinite individuality; and customers must be catered to as individuals. The way of successful re-

tailoring (i. e. retail efficiency) is individualized attention, individualized fitting, individualized service. It isn't enough merely that shoes be sold at a profit; they must be judiciously, advisedly, correctly sold at a profit. The actual footwear requirements of individual customers must be ascertained and considered. And this, of course, pre-supposes the personal touch.

The human factor in the retail shoe business cannot be eliminated. Any method of retail shoe distribution that seems to disregard or minimize individual peculiarities, individual predilections and individual shoe-requirements—carries within itself the fruitful germs of its own destruction. Shoes cannot successfully be retailed on wholesale plans. The retail shoe salesman who sells shoes expertly must take time to cultivate the personal touch. He must know his customer's needs. He must fit his customer's feet. He must give his customer the benefit of an intensely personal, exclusive and interested service.

It's a mistake to say that merchandise sells itself. Anybody who makes a statement to that effect is speaking in highly figurative language. Merchandise doesn't sell itself. Shoes—no matter how excellent they are—cannot sell themselves. Dependable lines of high grade shoes—excellent values for the money; shoes of accredited style and fitting-qualities—do not necessarily spell success in retailing. Good location, excellent display and stock arrangement; sumptuous and elegant furniture and fixtures, and expert advertising—all this (and in the aggregate it is a great deal) stops short of success, if the personal-touch element is lacking in your scheme of shoe distribution.

#### The Small Dealer's Big Asset.

And right here is where the small dealer can establish himself as a permanent and indispensable factor in our scheme of shoe distribution. As long as the personal touch is a vital matter in shoe distribution—and personally I cannot imagine a time when it will cease to be—just so long will the small retail shoe dealer have a good fat chance of rounding up and holding a certain class of retail shoe trade. His right to the trade he acquires is a valid and substantial right, for it has been acquired on the basis of service through personal touch. The big fellow with all his purchasing power and collateral accessories of distribution cannot jockey the small shoe dealer out of his business.

Sometimes one runs across a rather pessimistic screed in which the writer takes the position that the jig's up

## MADE IN AMERICA!



Last No. 60

Is the slogan for Americans, and

### MADE IN MICHIGAN

should be adopted by MICHIGAN PEOPLE.

The above cut represents a fine welt shoe made by this concern in Grand Rapids. Embodied in it are excellent materials, comfortable good looking last, and that substantial workmanship peculiar to all R. K. L. Shoes.

MADE IN ALL GRADES

### Rindge, Kalmbach, Logie Company

Michigan Shoe Manufacturers

Grand Rapids, Mich.

## You'll Need a Lot of Bear Brand Rubbers



*That stock in the basement is dwindling and many sizes are broken. When the next storm comes there is going to be something doing. The*

### Wales Goodyear Bear Brand Rubbers

*always leaders, are better this year. You are going to have a lot more people after the BEAR BRAND quality than you expected. The sales you lose by running short of sizes will pay the freight many times over. Send us that order now.*

### Herold-Bertsch Shoe Co.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.



with the small retail shoe dealer and the shoe business of the general shop-keeper who handles shoes along with other lines of merchandise. And you are perfectly familiar with the line or argument. The big stores are swallowing up the lesser ones, and the shoe business of the whole country is being dominated and controlled by fewer and larger retail establishments; and the process is bound to go on and on until ultimately just a few tremendous retail shoe distributing concerns will have all the shoe trade in America. When anybody gets into that sort of an argumentative rut there's no telling where he'll end up. He might assume that, in a given number of years, the majority of the people in this country will be crazy; and, being in the majority, will come out of the asylums and put the sane people in these ready-built places of detention. Or, figuring on the geometric ratio of increase in the automobile production in this country, he might arrive at the staggering conclusion that, in a given number of years, all the roads in the country will be filled from beginning to end with machines: one column headed one way, the other column headed in the other direction—but neither column able to budge an inch, simply because all roads would be filled. Reasoning like that is specious—obviously absurd, and that for the simple reason that it fails to take into account certain essential factors that must be reckoned with in arriving at an intelligent conclusion.

In the very nature of the case the field of American shoe distribution must be intensely cultivated. The human factor cannot be eliminated. Personal touch, the charm of an attractive personality, and the trade-building virtue of bona fide service—these are things that the small retail shoe dealer, as well as the big fellows, can possess and cultivate; and these are the things that will enable him to remain in the game. Cid McKay.

#### Suggestions for Christmas Business.

A druggist makes the following suggestion as a sales puller for the holiday season: Arrange immediately after Thanksgiving Day for a number of nice little baskets, and fill them with different toilet necessities for women. The filled basket should be sold to the purchaser for \$1, each one should be ticketed with a price card easily read and the baskets displayed in conspicuous places. There could be a similar layout at the same price for men, the basket in this case being filled with shaving and bath room utensils.

For the grocer this idea comes from one who has had experience. Let a large sign be placed in front of the store, reading as follows: "The Happy Christmas Heart Is Just Above a Well Satisfied Stomach." Below this there should be a smaller sign reading: "The Right Way to Reach the Heart you Want to Reach," and underneath this sign a collection of small market baskets filled with desirable foods for Christmas dinner. Of course, the contents of the basket should be tastefully arranged and a

popular price placed upon each one of them.

For the shoe dealer it is suggested that a number of packages each one containing a pair of slippers for men, should be wrapped up, each tied with red linen tape. They should also be priced at a popular figure and should occupy the center of the window, being surrounded by a quantity of slippers not in packages. There should be a sign in this window bearing the words "We Never Forget Mother, Let's Not Forget Father—You Can Please Him Here."

#### Attention to Child Customers.

"Just a moment, Madam, this little lady's next." It was the cheerful voice of the smiling grocery clerk that spoke, and he leaned over the counter differentially with a kindly smile and asked a small girl whose head just reached above the counter what he could do for her. The child lisped her carefully conned order for a "quarter's worth of sugar and a half dozen eggs" and when she tripped out with her two small packages held so carefully in her arms the clerk turned to the lady to whom he had spoken the words opening this paragraph and said:

"You see we make a specialty of children and always give them their turn just the same as the older customers, for mothers don't send their small children to the store for supplies unless it is necessary and nine times out of ten she is in a hurry for that particular article. We've got quite a few customers who always send the children for they like to come when they are treated right, and it saves the mother lots of time and steps, and if she feels that she can depend on the groceryman not taking advantage of a child and keep it waiting its inducement to trade at that kind of a store. Next time it might be your child, madam," he finished, for he had noted a flash of impatience across her face as he waited on the little girl.

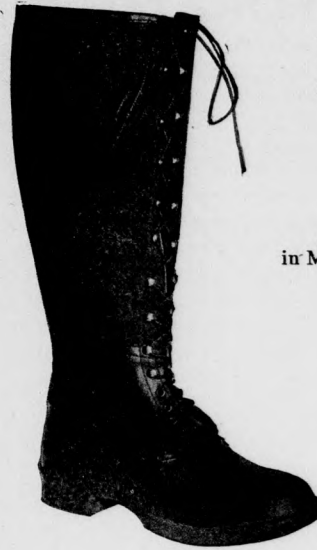
The lady's face cleared and broke into a smile: "Like as not it will be," she said, heartily. "The fact is I was in an awful hurry and didn't really have to come down this morning for that can of baking powder, but I needed it as soon as I could get it, and was afraid if I sent little Jane you wouldn't see her, and some of the other people would crowd her back, and no telling when she would be waited on. She is a bashful little thing, but if that is the way you do things here, you needn't be surprised if you add another child shopper to your list."

It pays to be just and fair and to treat the children as the authorized agents of their mothers.

It is sometimes easier to bear it than it is to grin.



# High Top Rubbers



## Red Cross Combination Canvas and Leather Top, with Duck, Rolled Sole Rubber.

Men's	17 inch.....	\$2.30
Boys'	15½ inch.....	1.80
Youths'	14 inch.....	1.60

Also a Full Line of Leather Top Rubbers  
in Men's, Boys' and Youths' sizes.

Men's	17 inch.....	\$2.90
Men's	14 inch.....	2.55
Men's	11 inch.....	2.25
Men's	8 inch.....	2.00
Boys'	8 inch.....	1.75
Boys'	7 inch.....	1.60
Youths'	8 inch.....	1.55
Youths'	7 inch.....	1.45

All the above are first grade GLOVE BRAND Rubber Bottoms, which for satisfactory service have no superior.

Send for complete catalogue of Glove Brand Rubbers.

## HIRTH-KRAUSE COMPANY

Tanners and Manufacturers of Shoes  
Jobbers of Glove Rubbers

Grand Rapids, Michigan

# The Best Christmas Gift

— is —

# The Grocer's Encyclopedia

By Artemas Ward

THE most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

### SOME PRESS COMMENTS:

*American Grocer*—"The color pages are by themselves worth twice the cost of the volume."

*N. J. Trade Review*—"The merchant who does not think better of his calling in life as he glances over 'The Grocer's Encyclopedia' should get out of business."

*New England Grocer*—"The color pages alone are worth the price. Words are unable to do the work justice."

*Michigan Tradesman*—"A book every grocer should have..... the \$10 charged for it is very small compensation for a life work of this character."

*Ideal Grocer*—"Will astonish the average grocer. The price is \$10, and well worth it."

*Grocery World*—"This book is without doubt the best thing of its sort that has yet been issued in this country."

*Up-to-Date*—"Should prove of great value to every grocer."

*Tea and Coffee Trade Journal*—"Carefully edited and beautifully printed and reflects years of work."

*Spice Mill*—"This is really a wonderful book."

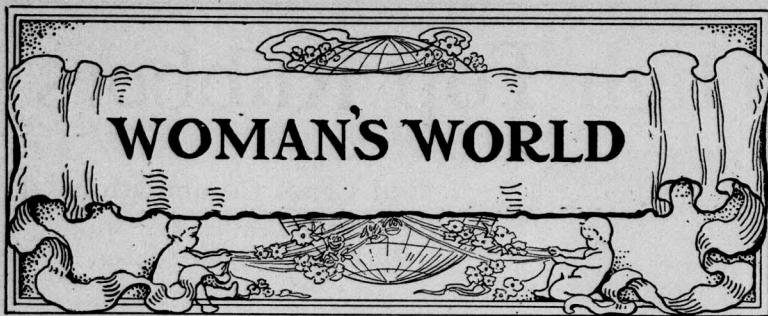
1,200 subjects, 500 illustrations, 80 full page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram. It cost more than \$50,000 to produce, but it sells for

ONLY \$10; DELIVERY PREPAID

Send your order to

ARTEMAS WARD, 50 Union Square, New York





### Mother Should Not Be Too Self-Denying.

Written for the Tradesman.

Mrs. Hollenbeck died recently. Her two daughters Ethel and Alice, honestly suppose themselves to be mourning her loss. When they find left undone something that her ever busy hands were accustomed to attend to, one or the other is apt to remark, "It seems that we miss Ma more and more.

This doubtless is true. And as time moves along and they find how toilsome a task it is to prepare for themselves the dainty and tempting dishes with which their table always was supplied during her lifetime, and how impossible it is to train any maid to do such cooking; as the house which she kept exquisitely clean and in perfect order comes to be dusty and grimy and cluttered up as every house gets to be unless some one constantly is busy with mop and broom and vacuum cleaner and putting things to rights; as their wardrobes (of which she made many garments and kept all in faultless repair) begin to show the need of a friendly stitch here and there; and as they plan new waists and gowns and pay the price for having them made, sometimes very poorly and unsatisfactorily; as they come to realize how many of the products essential to refined and luxurious living were turned out by her ready and skillful fingers—it is likely that they will continue to miss their mother more and more, and that they will feel what her death means to them with greater and greater keenness. From no one else will they ever receive such service as "Ma" gave them for anything like the same pay, her compensation being merely the food she ate, a few plain clothes, and a none too liberal allowance of pin money.

It is to be noted that their sense of loss is felt only with regard to the material comforts which hitherto they have looked to her to supply. It is not as a sympathetic friend and counselor, as a sharer in their hopes and plans and ambitions, as an inspiration, as an ideal of fine and intelligent womanhood, as a bright and serene presence in whose companionship they could find rest and refreshment, as an object of heartfelt devotion at whose feet they might gladly place the choicest results of their labors—that they miss their mother. It is impossible for them ever to regard her in any of these lights because they never knew her in these higher capacities. She was to them simply a very faithful, willing, extremely self-denying, and within her limits a remarkably capable and efficient drudge.

Ethel and Alice, the Hollenbeck girls

as they commonly are called, are bright bachelor maids, both college graduates. Ethel is a language teacher in the high school of her home city, while Alice has a position as head librarian. They are successful workers, draw good salaries, and are laying up money.

When they were tiny children their mother was inordinately proud of the two handsome lassies. It was her great ambition that they might do and have things "like other people." She always was making them pretty dresses and planning for them little treats and surprises. The Hollenbecks were not in good circumstances, and as the girls grew older it was their mother's scheming and management and hard work that "put them through school." She kept the house full of boarders while they were attending the university, and often sat up late into the night sewing, in order that they might always be well dressed.

After they graduated and secured good positions there came no proper reciprocation for all her long years of self-denial. She kept on working and scrimping in order that the girls might spend freely on themselves and still be able to bank a good share of their money. The places they held and their swelling savings accounts were the topics that were ever uppermost in her mind.

Not unnaturally the brilliant daughters became openly ashamed of their dull uninteresting, shabby mother. They avoided taking her out with them because they were sure to be mortified by her errors in grammar and pronunciation and by the manifest narrowness of her range of thought. With her bent back and hard, knotted hands she had made a bridge on which they had passed over to success. But they had no appreciation of her sacrifices and saw no beauty in them. Now that she is gone they lament her merely for the creature comforts she so freely gave them and which they find are now painfully lacking.

This is one woman's record. As the reader will surmise, Ethel and Alice Hollenbeck are somewhat hard and selfish young women, a consequence of their always being encouraged to look out for their own interests and never being expected to be considerate of any one else. Had they received a different training, they would have been more gentle and womanly, even if less highly educated intellectually and less advanced professionally. Such unnecessary and undue self-abnegation as Mrs. Hollenbeck's is, in its results, always bad for the child as well as the mother. The objects of so unreasonable de-

votion are not benefitted by the sacrifice.

Almost every neighborhood furnishes some example of maternal self-denial just as foolish and just as pathetic as the one that has been given. Some women pamper their families in all kinds of needless exactions. They serve breakfast at one hour for one son and at another hour for another son; they bring up their boys and girls to be epicures, each one requiring special kinds of food of laborious preparation; and in every way that overfond ingenuity can devise they humor and spoil the young people whom they should be training in thoughtfulness for others. These women make a sad error. They become slaves themselves and they injure their children by their servility. A mother never should forget the dignity of her station.

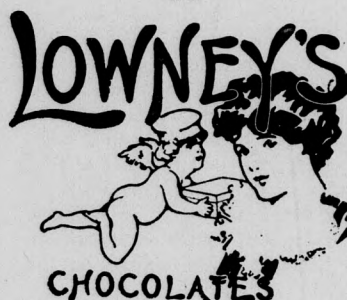
Motherhood is one of the supreme sacrifices—perhaps the supreme sacrifice—of life. We all bow to it with reverence. But because it is such, there is no reason why it should be burdened and overloaded with all sorts of senseless self-denials. Instead, every reason why, just as early as possible, the child should be taught and required to reciprocate in some measure the love and tender care it receives. The mother's sacrifices always will be greater than

the child's. That is Nature's plan. It is the mother that starves for her brood when food is scarce, never the brood that starves for the mother. But this does not make it justifiable that, when no such dire conditions prevail, the mother should go hungry in order that the brood may be indulged and become grossly fat.

There is a wide credence among good but unthinking women, that self-denial always is a merit. Nothing could be more mistaken. Self-denial as a virtue is largely a matter of relation. It is praiseworthy only in its proper and intelligent application. Unselfishness un-mixed with brains tends to develop on the one hand highly specialized saints who are altogether too good for this earth, and on the other remorselessly selfish sinners who grow more and more ready to profit by the renunciation of the saints.

The true mother does not dress shabbily in order that her daughters may be richly and faultlessly garbed; she does not neglect her own mind for the sake of sending her sons to college. She brings her children into some share of the necessary sacrifices of the home. She knows that she cannot inspire their love and devotion nor even retain their respect if she allows herself to become a faded and spiritless creature, offering

Have You Bought  
Your Supply  
of



PUTNAM FACTORY, National Candy Co., Inc., Distributors  
Grand Rapids, Michigan

Do not neglect your Christmas trade

The Holidays are almost here

"Lowney's" is the most widely advertised and most popular line of chocolates in America

Be prepared for the big demand

Beautiful and expensive window displays for the asking

Write us

DICKINSON'S  
Package  
POP  
CORN



The very mention or sight of Popcorn "makes your mouth water" doesn't it?

Your customers see the nicely colored package, or your clerk mentions it—ZIP—the sale is made.

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

Tell your jobber to send a trial case. Let the "little automatic salesman" work for you.

**THE ALBERT DICKINSON COMPANY**

WHOLESALE SEED MERCHANTS - CHICAGO

Packers of SANTA CLAUS—the nickel package. GLOBE shelled or ear corn in bulk.



herself in immolation on the altar of her family.

Her task is at times far more difficult, and always requires more discernment and knowledge of human nature than that of her sister who exercises no restraint in her self-abnegation. But in the long run her course is better, not only for herself but for her children for whom she willingly would give her very life.

Quillo.

**Window Trim of Christmas China.**

**Merchandise.**

- 4 dozen plates and plaques of miscellaneous sizes.
- 2 dozen salad bowls.
- 1/2 dozen berry sets.
- 4 tea pots.
- 2 dozen cups and saucers.
- 2 cup and saucer sets in holly boxes.
- 1/2 dozen child's plates.

**Fixtures.**

- 6 wooden boxes.
- 4 six inch board, 30 inches long.
- 4 laths
- 4 dozen wire plate hangers.
- 5 plate racks.
- 8 easels.
- 5 rolls of red crepe paper.
- A quantity of tinsel.

China can be one of your best Christmas lines and as such is en-

titled to a little extra attention in the way of display.

There are few articles of merchandise that show up to better effect in a window. The natural beauty of the china helps the trimmer get up a compelling window or interior display.

Why not, if china is a good Christmas line, have a regular Christmas window trim of china? China in holly boxes makes acceptable presents for any woman. We therefore have put in some holly boxes along with the china in this trim. Show as many holly boxes in your window as you have room for after placing the china. This will show the value of putting the two together.

The first step in making this window trim is to cover the background with red crepe paper. Then nail the four laths to the top of the background in an extended V shape.

Put in position on the background six rows of wire plate hangers equal distances apart. You can use double pointed tacks to attach the hangers to the background, or you can hang a whole row on two heavy nails.

The two rows on each end should be the same length. The rows in the center should reach down almost to the bottom of the big center unit.

For filling the hangers use some

of your most classy china taking care to vary the patterns as much as possible.

Now get the boxes and boards in the position shown in the drawing after first covering them with red crepe paper.

On the top part of the center unit in the center place a row of plates or salad bowls. On each side of this put a smaller plate on an easel and finish the unit by filling in the vacant space with a couple of holly boxes. On the low unit in front should be placed a row of plates and on each side of them a salad bowl or some other showy dish in a holly box.

The unit at the left is filled out at the top with a row of plates. Put on each side of this a large plaque or bowl. Finish out the unit with a tea pot. The lower part of the unit is made out of practically the same grade of merchandise.

Now trim the unites at the right the same way and then get a Christmas finish to the trim by festooning tinsel after the pattern shown in the drawing. String this tinsel from the laths that we spoke of a moment ago. Three festoons from the center to each side of the window and two short festoons between the two V shaped effect will be about the right

amount. Make the lower festoons reach clear down in front of the right and left units.

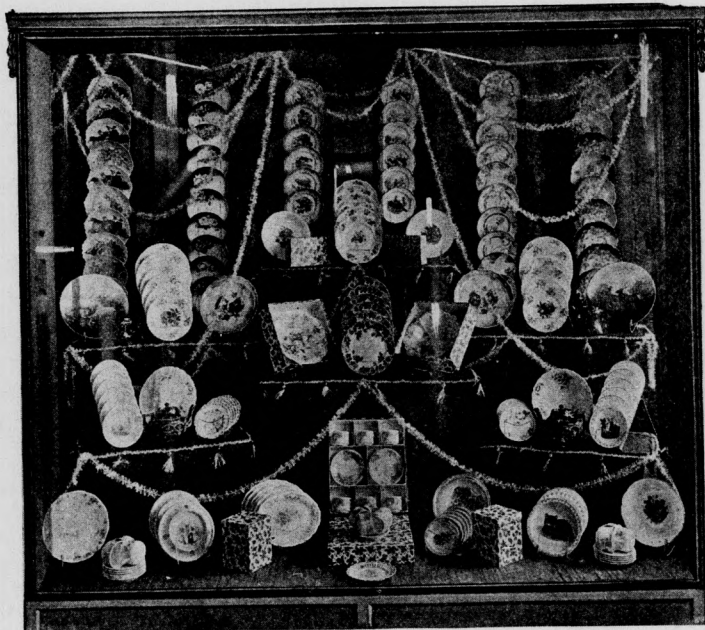
Then at the edge of each of the boards on the floor units pin some of the tinsel and some Christmas tree ornaments. Finish out the tinsel effect by making two festoons from the lower center unit to the lower box on each side.

All that remains now is to finish up the floor plan. This consists of berry sets, baby's plates, cup and saucer sets and cups and saucers arranged on easels and a quantity of holly boxes, as shown by the photograph.—Butler Way.

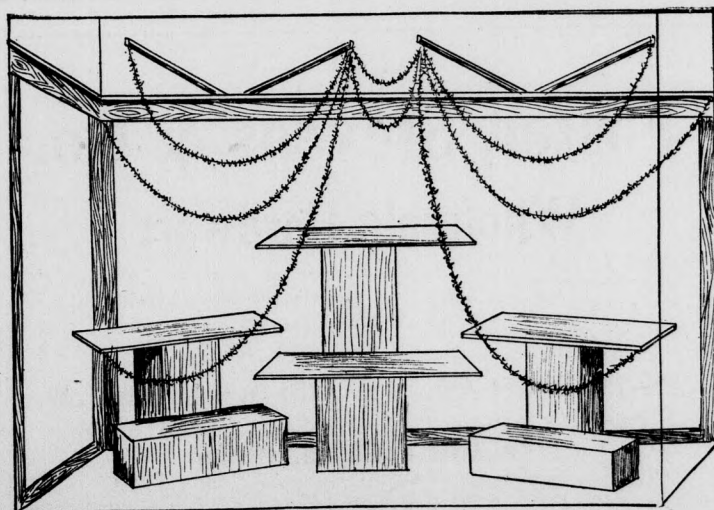
Detroit—The Essex MacConachle Co. has been incorporated with an authorized capital stock of \$13,000, of which amount \$6,500 has been subscribed and paid in in cash. This concern will deal in sporting goods, cutlery, novelties, etc.

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

After you have had a streak of good luck, the other kind never seems worth while.



Photograph of Window.



Drawing of Fixtures.

## National Selling Service

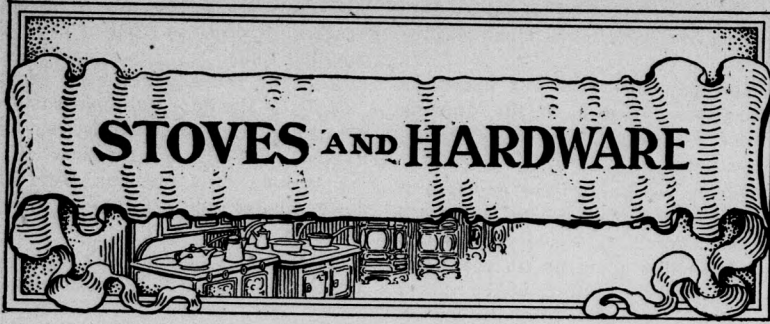
National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer who carries National Biscuit Company goods. It is a steady producer of results.

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





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.

### The Hardware Store Should Capture the Children.

Written for the Tradesman.

The Christmas selling campaign which loses sight entirely of the children isn't quite complete.

It is true that the hardware store caters less to the youngsters than does the toy and novelty shop. But nowadays pretty nearly every dealer in small hardware has lines which will be of interest to the young people. Many hardware stores have regular toy departments, quite as complete as the stocks carried by some toy dealers. And such hardware merchants have found it well worth while to design their Christmas selling campaign with a special thought for the little ones.

There is no hardware stock, even though toys proper are not touched at all, which hasn't numerous lines which will appeal to the juvenile instinct for doing things. The hardwareman may not appeal particularly to the little tots; but the boy going to school keenly desires to do things, and so does the girl. And it is to these particularly that the hardware dealer will appeal. What boy, or girl either, wouldn't be interested in a pair of skates? What boy would take flimsy toys in preference to a keen bladed jack-knife, or a miniature set of tools? The hardware dealer who studies his stock closely will speedily discern new opportunities for appealing to juvenile trade.

If you want to catch the youngster's attention, put Santa Claus in the foreground. Even the sophisticated juveniles who know and warn their fellows that there is no such person as Santa Claus, will follow a live, sure 'nough Santa down the street, and if Santa winds up at Brown's hardware store and proclaims that place his headquarters while he is in Carisford, Brown is going to reap some very substantial benefits from his enterprise and initiative.

The real, live Santa is better by far than any stuffed Santa. Remember that. Young people like to see things doing. For just the same reason, a mechanical window with some bit of machinery in motion will catch the juvenile eye and hold the juvenile attention.

An enterprising young man who specialized on toys in connection with a stove and small hardware stock made a practice every year of advertising his place as "Santa Claus Head-

quarters." It was so announced every night in the newspapers, with pictures of old Santa. As Christmas drew nearer, the merchant put out a handsome booklet, with a striking color picture of Santa on the cover, and inside illustrations of hundreds of Christmas presents of a sort to make juvenile hearts tingle. This booklet was distributed from house to house. Maybe the parents, wondering how Santa was to finance things, were willing to chuck the flaring booklet into the woodbox; but if so, there were usually two, three or half a dozen youngsters eager and ready to rescue it, study its contents, and clamor for this, that and the other thing. And this is an age when no parent is deaf to the insistent demands of the children at Christmas time.

Later, Santa himself appeared, with his typical suit plus jingling bells, and strolled along the streets after 4 o'clock, when the schools let out. He talked to the children and handed them cards and told them where to get the real thing in Christmas presents. This is kept up until Christmas Eve.

The live Santa idea has been varied and amplified in many ways. One merchant secured the bill boards nearest the public schools in his town and started a sort of "Watch this spot" follow-up system. Each day he had a picture of Santa, and, beneath it, a telegram in big type recording his progress in his annual journey from the North pole to Carisford. In every message were little hints about dolls for Dorothy and skates for Susie—a girl's or a boy's Christian name appeared in every message and interested at least half a dozen youngsters particularly. Every Dorothy or Susie or John as the case might be was on the qui vive.

Then following the announcement, a few days ahead, of the date of Santa's arrival; and next day the time and place (after 4 o'clock at Smith's hardware store) was specified; and next day there was added the promise that he would give a little souvenir to every child who was there to meet him. Was there a crush? I rather guess so, and the souvenir cards were carried home and helped to advertise Smith's store. Santa remained at Smith's the ten days or so until Christmas, sometimes sitting in the window, other times wandering about the store, again driving around town in his sleigh.

If bill boards cannot be secured, the same follow-up system can be used in the newspapers; and the despatches can also be posted in the store window. Santa, when he arrives, can vis-

it the schools at coming out time. There are many variations of the scheme which will suggest themselves to the wide-awake merchant.

Of course, Santa Claus windows will always interest the young people. One year a good many merchants caught the eye with Santa coming in a hardware automobile. Others brought him, as invention progressed, in an aeroplane.

Contests can be staged which will also interest the young people. A merchant offered a pair of skates for the best description by a child attending school of an article in stock suitable for a Christmas present. Not merely suitable for a child, but for an older person. Children brought their parents to look over the stock and help them describe the article selected; and of course the clerks gave information to the fullest possible degree, whenever asked. There was scores of entries, and the merchant was so satisfied with the result that he added a couple of consolation prizes for the next best descriptions. Here, the appeal went to the parents, via the children.

The best letter to Santa Claus, or the best written letter to Santa Claus, might also form the basis for a contest.

The merchant will usually find it best not to copy too closely the ideas of others but to adapt them to his own circumstances. Expensive prizes are not necessary in contests. If there is a regular toy department, a doll will always pull strongly; or a pair

of skates is suitable for children of either sex. It is worth while remembering that the contest that brings the children into the store to see the stock at close range, and the parents with them, is the contest that pays for itself, and gives the most satisfaction to all concerned.

For, in appealing to the children, the merchant should have an eye also on the parents. Every child who is interested in your stock—that is, in the lines suitable for Christmas presents—becomes a walking advertisement for your store, at home and at school. The child himself does not do the purchasing; but he does 90 per cent. of the selecting of his own presents, and he can help materially to interest his elders in the possibilities the hardware store offers in the way of presents for grown up. William Edward Park.

### The Only Way.

Little John was full of mischief and during his first year at school hardly a day passed that he was not sent to stand in the corner.

When the schoolhouse burned down and the new one was immediately began, the little boy went to his father, who was County Superintendent.

"Don't you think we could get the carpenter to build a round schoolhouse this time, father?" he said.

"Why, son?" his father asked in astonishment.

"Because," the little fellow answered, "I'm getting very tired of corners."

## Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and  
Ellsworth Ave.

Grand Rapids, Mich.

## Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



## THE MEAT MARKET

### Do You Pay for Your Customers' Christmas Gifts.

The holidays are rapidly approaching and your customers, as a rule, are getting busy doing a lot of shopping, some of them going the limit and spending every cent they can possibly lay their hands on.

That means that you have to be mighty careful with your credit business at this time of the year. A great many of them will allow their credit accounts to run along to an indefinite amount if you are easy, as so many butchers are. Your customers do not realize that you need money more now than at any other time of the years in order to buy poultry for your holiday trade. Furthermore, a majority of them do not care. As long as you will extend them credit, they will allow this account to run up, with the result that at the first of January many a butcher finds a good sized proportion of his credit customers owing him three or four times the usual amount of their bills, as they have spent their entire allowance for gifts, etc., and your money as well. Too many butchers have an unusual proportion of bad debts with which to start the new year.

Most women are mighty poor financiers. No matter how honest their intentions may be, some of them have the unfortunate habit of slipping beyond their means, and as a result fall back upon you to keep them going for the time being. You, of course, believing in their good intentions and honesty as you must do, having trusted them in the first place are very apt to be lenient and take it as a matter of course if they come into your shop and say, in a nice way, "Mr. Butcher, would you mind if I let this little bill run along for a week or two? I have had so many other things to buy." Or else they tell you that their husbands are a little short just then, or some other excuse, which is just as good or bad, as the case may be.

Believe me, the shopping fever is a bad disease, and some department stores encourage it to the limit, selling "goods for less than they are worth," so they say. No matter how stupid a woman may be, she can always figure herself capable of picking up a bargain there. In fact, she usually feels it a shame to allow the opportunity to slip, once she reads about the great reductions which are being made for some ostensible reason or other. Very few women can resist the tales about that beautiful dinner set priced at only \$18.50, but really worth \$35, along with a bunch of trading stamps thrown in for good measure. If they go in the forenoon

they are offered double stamps, along with the same great bargains. Anything to get the money that ought to go to pay the butcher's and baker's bills. These exaggerated bargains are taken too many times as gospel truth and hundreds of women fall for them.

But to get back to the subject, it is a mighty good plan to insist upon full payment of all accounts just now. Of course there is that personal element between the butcher and his customer that makes him able to judge "sometimes" who is worthy of credit and who is not; but, sad to say, that is frequently just another case of the butcher's judgment being wrong.

One butcher who finds it hard to refuse to extend credit to his customers, a practice which has caused him a good many losses in the past, is doing much better now since he left that part of the business entirely to his cashier. Now, when he gets a request, he refers them all to her, as he doesn't attend to the books personally any more. She is a tough customer to get by, and has saved him from lots of losses and, what is even more important, bad friends.

Have you ever noticed what poor meat you sell when you want to collect a bill from a woman who will not or cannot pay it? Nothing in your store can suit her then, although when the bill was running it was good enough. She becomes a bitter enemy of yours, and tells her acquaintances all about you, except, perhaps, that she owes you money. In fact, I know of a case of a woman who ran up a bill of \$60 with a butcher friend of mine, and then refused to pay, declaring that his meat was bad, and that, besides, his mat was bad, and that, besides, he had cheated her any how. When he threatened to sue she declared she would tell everybody what a dishonest tradesman he was. My friend sued, but my lady kept a close mouth because she was shown that slander is a crime.

It is not natural, anyhow, to suppose that your store will be recommended by a former customer who owes you a bill that she won't pay. Draw in your extensions of credit at this time of the year, if you want to avoid losses of friendship and money as well.—Butcher's Advocate.

Very likely, however, the manufacturers of inhuman foot gear have to wear the same kind as they sell, which is as near retribution as the law allows.

There are but two really great disappointments in life. One is not getting what you want and the other is getting it.

### Brunschweiger Sausage.

Take fifty pounds of selected back fat trimmings, forty-two pounds of selected ham trimmings, twenty-five pounds selected shoulder trimmings, twenty pounds of beef chucks, trimmed extra lean and free from sinews, ten pounds of shoulder fat, five pounds of salt, two and one-half ounces of white pepper (ground) and one ounce of whole white pepper. Beef chucks are ground through a 7-64th inch plate. Shoulder fat is cut into strips 2 inches square, then cut into shavings as fine as possible. Ground beef, shoulder fat and seasonings are mixed thoroughly, ham and shoulder trimmings added and back fat going in last. The whole is mixed about thirty-five minutes. This is not a fine cut sausage, so in cutting see that it is not as coarse as farmer sausage, but a great deal coarser than regular cervelat. It should be stuffed in hog bungs about 14 inches in length and handled the same as regular cervelat. As this is a very fat sausage greater care must be taken in smoking than any other summer sausage made. It should be hung near the top of the smoke house, as far from the fire as possible. Smoke at a temperature as near 65 degrees F. as possible from thirty-six to forty-eight hours.

### Knackwurst.

Fifteen pounds of beef and ten pounds of lean pork are chopped medium fine. Then add five pounds of fat pork in narrow slices, four ounces of salt, two and one-half ounces of white pepper and one and one-twentieth ounces of salt-peter. Chop all together until the fat pork looks like dice; knead the mass well, then stuff not too tightly into narrow hog casings, carefully cleansed, and turn off pairs of sausages of a weight of three and one-half ounces each. They are smoked, moderately warm, light brown.

### Names of Some Fancy Sausage.

Braunschweiger liver sausage, Stuttgarter liver sausage, goose liver style sausage, truffled liver sausage, sardellen liver sausage, mosaic sausage, French meat cheese, mortadella, Leona sausage, Braunschweiger mettwurst, Westphalia mettwurst, Stuttgarter knackwurst, paprika sausage, blood sausage with tongue, Thuringer blood sausage, Stuttgarter blood sausage, pfeffer wurst, presskopf, Thuringer pork sausage and saucisshen.

Honest labor is the best wheel of fortune.

### A Traveling Slaughter House.

A traveling slaughter house is the latest. It is the idea of F. O. Carlson, of Clearwater, S. D., who conducts a meat market in that city and who buys his supply on the hoof from neighboring farmers. The slaughtering outfit is erected on an automobile, and consists of a derrick and patented containers for such parts of the offal as have commercial value. It is reported that Mr. Carlson recently went to a farm five miles out the city, killed and dressed two calves, and had the carcasses in his cooler in twenty-eight minutes from the time he left his market, which is going some.

### Her Reply.

He had but recently met an elderly maiden lady in a near-by town. On his return home he wrote, asking her to marry him and requesting an answer by telegraph. On receiving the letter the lady rushed to the telegraph office.

"How much does it cost to send a telegram?" she demanded.

"Twenty-five cents for ten words," answered the operator; and this was the telegram her suitor received:

Yes, Yes, Yes. Yes, Yes, Yes, Yes, Yes, Yes.

### 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.

AS SURE AS THE  
SUN RISES

Voigt's  
CRESCENT  
FLOUR

Makes Best Bread  
and Pastry



### "Kalamazoo" Customers always "come back"

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

### Kalamazoo Loose Leaf Binder Company

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





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 Grand Sentinel—W. Scott Kendricks, Flint.  
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#### Knocking Does Not Pay.

Old Bildad has a corner store, and deals in halibut and hay, and every hour you'll hear him roar about Kersmith, across the way. He talks about him all day long, and dreams about him when he sleeps, until people weary of his song, and quit his store and that for keeps. If old Kersmith marks down his hay a half a cent or so a bale, old Bildad weeps around all day, and fills the air with moan and wail.

"No honest man," he says, "can sell his hay at such a price as that; I know the cost of hay quite well—he must have stolen it that's flat!"

He keeps his eyes on t'other place, and watches people come and go; and as he watches, down his face the moist and briny teardrops flow. "There goes a customer of mine! Kersmith has bribed him to desert!" And then he sheds a lot more brine, and throws a fit and tears his shirt.

His trade has dwindled all away, he gets but little of the mon; he doesn't sell three bales of hay where formerly he sold a ton. For people hate to hear him roar about his rival all the time; and so they seek the other store, and there blow in the wooden dime.

Kersmith tends strictly to his biz, and runs his joint in pleasing style; no wearisome old grouch is he; he always greets you with a smile. And if to Bildad you allude, Kersmith has ne'er a word to say; he never makes a comment rude, but just wraps up your bale of hay. And so he's taking in the plunks; all day he hears their merry clank; he needs three Saratoga trunks to take the bullion to the bank.

If anything on earth is true, it's this, that knocking doesn't pay; don't worry o'er what others do, but sell your halibut and hay.

Walt Mason in Butler Way.

#### Greeting Due the Traveling Salesman.

An exchange tells a story of a man who went into a grocery store and stood around examining the stock and fixtures for quite a long time before any one came forward to see what he desired.

At last the grocer, having finished doing something that had been occupying his attention, deigned to ask the stranger what he wanted. According to the story he must have put the question in a surly tone of voice.

The customer replied that he wished to purchase a pound of crackers and some fruit. Immediately a change came over the spirit of the storekeeper, and he begged the man's pardon for keeping him waiting, saying that because the visitor carried a grip he thought he was a traveling salesman.

We hear plenty of tales of the grouches whom salesmen have to meet in the course of their journeys, but is this sort of thing common? Is it not the case that the average merchant looks upon the drummer, as he used to be called, as a business man attending to business, and not a necessary evil? Do not store keepers now welcome the knight of the grip on his periodical tours?

A lot of conditions have changed in the last few years, and we have not realized the difference. We are still in the Rip Van Winkle stupor of unconsciousness. We have not noticed what is going on around us, although we too have changed and are conforming to conditions.

Any merchant who does treat traveling salesmen in an unmannerly way is not only exposing his own ungentlemanliness to view for the contempt of all who see him, but he is standing in his own light. Traveling men can be of great assistance to their customers in many ways, and will be, if given half a chance. They should be welcomed as allies, and not beaten off as enemies.

#### Business Philosophy.

There was once upon a time a hardware merchant who was too busy to read, too busy to stop, too busy to listen, too (just then the sheriff walked in the door)—

Play hard, work hard—it will make you and your business hardy.

Oil the hinges of your front door—and smile—both pay 100 per cent. profit.

"Get there first" will beat that mail order house every time. Try it today.

Don't be ashamed to own up if you make a mistake—but if you make the same mistake again, look squarely

in the mirror and call the man you see there a fool.

The live wire is busiest when things are dull. How about those things you were going to do just as soon as you had a dull hour—well, what are you waiting for?

A smile, or a deserved word of praise, when you hand your employe his pay, is just as important as to smile when the customer pays you.

Souise your head in cold water at 5 a. m.—then plan your day's work.

Don't let your competitor walk over you until you are six feet under the sod.

Why don't you face the music today by asking your employes to give you their real, candid opinion of your business methods—it will be enlightening.

#### Difference Between Men and Women Buyers.

A man from the country strolled into the store, greeted the proprietor with a breezy "Hello," remarked about the weather, crop prospects, the latest dog fight and a few other important matters and eventually remembered that he wanted a curry comb.

He took the first one handed him, tossed a dollar on the counter, shoved the change into his pocket without counting, helping himself to an apple, and leisurely followed his nose to the street.

Ten minutes later a woman walked briskly in, bade the clerk a smiling "Good morning," and promptly requested to be shown thus-an-so.

She picked it up, felt of it, held it

up to the light, twisted it, turned it over, examined it from every vantage point, considered the price—and rejected it. It was not just what she was looking for.

Did the clerk have something else? He did. Three somethings were shown her without any better results. Then the light of the world returned to her first love, tested it, fondled it, caressed it, and told the clerk she "guessed it would do, although not just exactly what she wanted."

She paid for it, counted her change carefully, let her eyes roam over the store, took note of numerous things she wanted later on and departed for her next visit.

Women are born shoppers.



**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.

## El Portana Cigar



This is size No. 5

THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

**G. J. JOHNSON CIGAR CO.**

**Grand Rapids**



## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 24—Our popular County Treasurer, M. H. Hotton, who for the past twenty years has been a member of the Super-Farncie hunting party, returned from his hunting trip last week, bringing in the fur of a martin which he shot. As these small animals are somewhat scarce and in most places are extinct, Mr. Hotton feels highly elated over his prize. He reports the deer as being very scarce this season around their camp near Eckerman, but he feels well repaid for the two weeks spent in the woods and left the remainder of the party to get the deer.

W. J. Bell, the Soo's photographic artist, one of the best shots in Cloverland and a general sport at hunting and fishing, has put one over on M. Hotton by capturing four large mink, which he shipped to Colonel George Fish's fur farm in St. Paul. We hear from good authority that the four mink were no relation whatever to the mink shot by M. Hotton.

Our popular County Agent, James A. Trout, had the misfortune of severely straining himself in a fall near the First National Bank. He is confined to his home, but it is thought that his injuries are not of a serious nature and his many friends look for his speedy recovery.

The Cloverland merchants will petition the Interstate Commerce Commission for a change in railroad rates, as they contend that the freight rates are much too high and are a handicap to business.

The depression in business has had a marked effect on the G. R. & I. and M. C. passenger and freight traffic over the D., S. S. & A. ferry from Mackinac City to St. Ignace, and a meeting was held on the car ferry with Chief Wawatam Tuesday last, when it was decided to dispense with the night trips except when absolutely necessary. The three superintendents recommended the change, as business is too slack to warrant the expense of an all night crew. Last Thursday there was no No. 21 or No. 22, as there was not enough freight to run these trains. These are the through freights from here to Marquette and vice versa. The passenger business so far this month does not begin to compare with the same period a year ago. Since Jan. 1 the car ferry has averaged a loss of twelve loaded cars per day and the passenger business is falling off at the rate of over one hundred passengers per day. D. J. Cavan, Traveling Freight and Passenger Agent of the South Shore, was on hand as usual during the 6th and 12th of the month between St. Ignace and Mackinac City, looking after the hunters so as to have sufficient coaches and seeing that the baggage was got out of Mackinac City, so as not to cause any inconvenience with the hunters. Much favorable comment was made by the hunters on the good service given by the D., S. S. & A., as most of the trains were on time, which is somewhat remarkable during the heavy rush of hunters during the hunting season.

That it does not pay to forge checks will be conceded by Chas. Kennedy, former employe in the A. Harper grocery store. During Mr. Harper's absence, it is alleged that Kennedy forged four checks on Mr. Harper, totaling \$30, which he successfully passed. After the forgery was discovered, Mr. Kennedy was conspicuous by his absence and apparently dropped out of existence. It was reported that Kennedy was in Canada and the Sheriff and Deputy Sheriff were making an investigation when Kennedy returned to this city and was nabbed by one of our patrolmen. He is now in the county jail waiting his appearance before Judge Fead at the December term of Circuit

Court. Kennedy's parents live in Syracuse, N. Y.

Geo. Sayer, a resident of the Canadian Soo, took advantage of the war conditions, which has made business somewhat slow in Canada, by starting a little immigration business of his own, ferrying Austrians across the border at \$2.50 per head, which was \$2.40 more than the ferry company was charging. The difference in the price, however, will probably cost Mr. Sayer his life, as he has been arrested for high treason, which is punishable by death. Mr. Sayer admits assisting six passengers across the border. The capture was made by Colonel Penhorwood, of the Canadian militia. Sayer is being held pending instructions from Ottawa. This is the first case of the kind on record here and it is expected Mr. Sayer will be made an example of, so as to discourage any further attempts of this nature.

Guy Wilson, one of Dafter's promising farmers, reports that he grew 87 bushels of Premium Gem peas on three acres last season. He contracted through John McClure for ten bushels, sowing this amount on his three acres. After repaying the seed he had 77 bushels to the good, for which he received in cash \$146.30 or over \$46.75 per acre for his product. This does not look like hard times on the dear old farm.

The residents of Gladys are living in hopes of another party telephone line being installed shortly, which will be much appreciated by the Gladysites.

Percy Wines, one of our popular young men and for the past few years chief clerk in the Central Savings Bank, surprised his many friends last week when they learned that Percy was married to Miss Violet Susan Reading, of Evanston, Ill. The bride made her home here for a number of years and was considered one of the prettiest girls in Cloverland. Their many friends here wish them a bright and prosperous future.

Frank D. Scott, Alpena Congressman-elect, was married at Santa Rosa, Cal., last Saturday. This probably accounts for the large majority that he received in the Upper Peninsula, as he was practically the only single candidate and wore that winning smile while campaigning throughout the district, which had a marked effect upon the voters.

A party of four Calumet hunters have returned after a week's experience out deer hunting and they feel thankful to have called the roll and found none of their party missing. The party left fully equipped for the big game, after making a wager with a number of friends promising that if they did not secure a deer they would walk home. After scouring the woods for signs and game, they came to the conclusion that it would be useless to waste any more time and started homeward Sunday night, walking into Calumet weary and sore-footed, without winning the wager.

G. Hauptli, Cloverland's popular champion traveling man, tells us that there is more snow in the woods this year than he has ever seen before so early in the season and that his average speed for the week did not exceed two miles per hour. He finished his trip on time, as usual, and considers himself very fortunate in not being shot for a deer on some of his hikes into the camps. He is wearing a pair of red mittens, instead of a red cap, as it answers the same purpose. With the temperature at five to ten above zero and no ear-laps he had to keep his hands over his ears, which answered the danger signal as well. He also tells of some of the other travelers wearing a cow bell in addition to red mackinaws, which possibly accounts for so few accidents up to the present time.

The first serious marine loss was reported here last week in three boats of the Edward Hines Lumber Co.,

which went down at Grand Marais in last Thursday's storm. According to reports from Grand Marais, twelve bodies have been recovered from the wrecked boats, two of which were women. Ryan and Newhouse, local undertakers, were requested to send an embalmer with assistants to take charge of the bodies at Grand Marais as quickly as possible. Mr. Newhouse, Jr., member of the firm, with three assistants, left for Seeney, whence they were taken by team to Grand Marais. The two lumber barges, Anna M. Peterson and the Marvin, of the Edward Hines Lumber Co., Chicago, left Baraga last Wednesday afternoon in tow of the steamer C. F. Curtis, of the same fleet, loaded with lumber for Tonawanda, N. Y. The Peterson was commanded by Captain John Walker. A watch with the monogram "R. B." and a handkerchief with the letter "B" embroidered in a corner were found on one of the women. Several of the sailors carried identification cards. One proved to be Henry Kirchner, of Detroit, and another Edward Anderson, of Norway. Mr. Newhouse will remain at the scene of the wreck until all the bodies are cared for which are likely to be recovered.

King is now in jail at Chicago. He formerly conducted the Turkish baths here and was known as "Bath House King." He was arrested in Chicago on a charge of pandering. He is now held by the Federal authorities while his case is being investigated, as he appears to be a bad actor and his chances for free board during the winter seems very likely.

The Board of Education will submit to the electors of this county the plans for a \$150,000 bond issue for a new high school building, as the school now used is too small for present needs.

The famous Michigan Slim, who has been making his home in the Soo for the past year, was taken in by the police last week. When examined before Judge Frederick he was asked as to his vocation and Slim replied, "In the forenoons I make 50 cents working in a pool room and in the afternoon I just go around picking up things." Slim was charged with having picked up two pails of candy in the rear of a store and several other things which he must have picked up were missed also. Slim might be a thief, but he does not like to be called a "prevaricator."

Ernest Walker, for a number of years a resident of this city, but now located at Cleveland, paid us a visit last week. His many friends were pleased to see him.

Archdeacon A. H. Lord, former pastor of St. James Episcopal church, but now located at Milwaukee, had to come back to the Soo on a hunting trip this season and was the guest of a hunting party at Deerfoot Lodge, south of Strongs, where he was taken ill and removed to the Soo hospital, where it developed that he had a severe attack of diphtheria. He has the sympathy of the entire community, with whom he is a general favorite.

The annual banquet given for the employes of A. H. Eddy's grocery store was held in the Food Emporium last week. It is understood that none of the foods were made in Germany, but were all products of Mr. Eddy's store.

Peter McGregor, employed as riveter on the steamer Hubbard of the Richardson line, was instantly killed when he accidentally fell from the ladder while scaling the side of the boat at Brady Pier Wednesday night. Mr. McGregor was 47 years of age and resided in New York City.

William G. Tapert.

## Mighty Madcaps From Muskegon.

Muskegon, Nov. 24—We are sorry to report that our genial Senior Counselor, E. P. Monroe, is under the

weather. Brother Monroe requests that no flowers be sent, as he thinks we need the money.

John Peters was taken into our mysteries at the last meeting. We somehow feel sorrow for John, for he had to wait about two hours while we scoured the town in search of enough members to initiate him. It would impress a stranger that we were a very small lodge, instead of a healthy bunch of sixty. This indifference of our members toward our meetings must be stopped if it is expected to keep up a Muskegon U. C. T. Council. There is positively no logical reason for a member to be habitually absent. We ask everyone of 404 to make special effort to come and attend the meetings. Come and let us see a few new faces. We have some new members you would like to meet.

The following we want put on the roll of honor for attending in large enough body to initiate: J. Peters, Herman Anderson, Ernest Hentschel, A. W. Stevenson, C. Follinger, Fred. Castenholz, Harold Foote and yours truly. We can't forget him.

Another new member expects to go in next meeting. Show up, boys, and see the fun.

Among some of the things Muskegon expects to send to the relief of the Belgium destitutes is wool sox and wool mufflers that the Amazon Knitting Co and Muskegon Knitting Co. are going to manufacture free with wool furnished by the relief committee.

Joe Mindel visited Holton to-day on business.

George Reid, the good natured general merchant at Mears, visited Muskegon last week.

M. Piowaty & Sons, of Muskegon, have purchased an auto truck to take care of their increasing business.

Has anyone seen Nick Ludoff? John Alber's little boy, Wm. Engle, still wears that swift smile of his.

Milton Steindler.

## Important Mercantile Change at Alpena.

Alpena, Nov. 24—The Strauss Co., which has been engaged in the dry goods trade here for many years, will be succeeded by the Cronin Co., a corporation with \$40,000 capital, of which \$37,500 has been subscribed and \$35,500 paid in cash. Charles J. Cronin takes \$20,000, Samuel A. Greenbaum takes \$15,000 and Fred J. LeBlanc, Edward C. Sawyer and other friends and employes absorb the remainder. The new company will open for business about March 15 with a new stock. The store will have a frontage of 150 feet, three floors and basement, and will be remodeled and re-decorated. Mr. Cronin will be active in the business, but will retain his interest in the Cronin & Boothman Co., general dealers at Bryan, Ohio. Mr. Greenbaum was engaged in business for over twenty years as senior partner in the firm of Greenbaum Bros. The new establishment will be the largest department store in Eastern Michigan, north of Bay City.

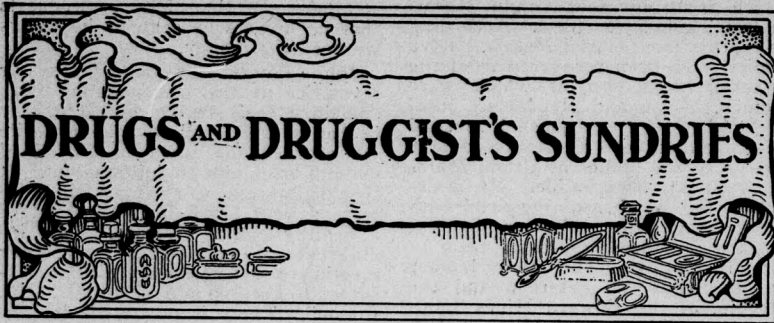
## Walter Baker Makes New Alliance.

Kalamazoo, Nov. 24—Walter Baker, of this city, has received the appointment of traveling passenger and freight agent for the western division of the new Kalamazoo-Grand Rapids electric line.

He will have charge of the traffic between this city and Grand Rapids and between the new electric line from Battle Creek to Allegan. His office will be located in the new terminal, as soon as that structure is completed.

Mr. Baker is one of the best business men of this city. His new position is a responsible one and there is no doubt the new company has picked the right man for the place.





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

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

Michigan Pharmaceutical Travelers' As-  
 sociation.  
 President—John J. Dooley, Grand Rap-  
 ids.  
 Secretary and Treasurer—W. S. Lawton,  
 Grand Rapids.

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

#### Preparing for the Holiday Trade.

Judging from a large part of the holiday advertising employed by druggists, it would seem as though they assume that during the Christmas season everybody wants everything and anybody will buy anything. A well-grounded business policy of eleven months in the year seems to be utterly forgotten when Christmas goods and Christmas advertising come to be considered. A druggist who practically controls the factory trade of his own town and who does not care for farmers' trade will put in stock expensive holiday goods which only the people of the distant aristocratic section can buy and will then advertise them in such a way as to appeal only to the farmer trade which he declares he does not desire.

#### Bought Right, But Advertised Wrong.

As a general thing the druggist does buy gift goods which appeal to the class of trade which he already has, but when it comes to advertising such a line he either consciously or unconsciously uses this inopportune time of the year to advertise his gift goods to a class which does not want them and whose trade, even under the most favorable conditions, it would be almost impossible for him to get.

Before preparing holiday advertising copy it will be well to consider the following facts: Christmas goods must be sold quickly and show a direct profit. Christmas goods are not general business builders because the purchasers give away what they buy and it is natural to soon forget the place of purchase when the article bought has passed from sight. The final possessors seldom know where the goods were bought and even when they do, the general ignorance of the cost breaks all advantageous memoried connection between the goods and the place of their purchase.

#### Changing Expression.

Many druggists seem to have an idea that when they talk of holiday goods in advertisements, they must use a tongue foreign to both themselves and their regular patrons. The man who has become a successful advertiser by appealing to working people through their own not too elegant tongue, talks to them about high-priced toilet goods which they do not want, in language which they cannot understand. Look over the copy of old advertisements which were successful, successful because they increased regular sales to regular patrons, see how they talked to your patrons and then talk in the same style to the same people about Christmas goods.

#### Keep Lined Up.

The efforts of the average druggist, whatever may be their character, will bring but little new trade during the holiday season and hold but a very small part of what they do bring. So far as trade-control efforts are concerned the druggist will do best to center his advertising force upon the object of securing the gift trade of those who already buy other things of him by keeping his drug customers from spending all their Christmas money at "the big stores." Thus, to advertise that "We have handsome gift boxes of K—'s violet soap. The same goods as so many of our patrons have bought from us by the cake," will put more money into your till than you would receive if you were to announce some fancy priced soap of which your regular patrons know nothing. Don't try to be Santa Claus to all the people in your country unless you have already succeeded in being a druggist to the residents of your own town and suburbs. The people who will buy their mince pie cramp cures from you on December 26 are those who will most likely buy their mince pie spices from you on December 13, and they are the people you should address and "fill in the dates" with your gift advertising.

#### Come-Back Christmas Advertisements.

As previously stated, most of your holiday advertising will be that pertaining to goods which you desire to entirely close out during the season. At the same time, there is one sort of Christmas advertising which may increase your regular volume of trade and also aid you in enlarging your assortment in some lines that you carry the year round. This is the advertising of the kinds of goods that you keep some sorts of at all times, and the assortment of which it is desirable to increase for the holiday trade. Among these may be partic-

ularly mentioned papeteries, toilet goods, pocket cutlery and confections. If you have bought wisely you have purchased holiday goods in these and other lines which, in price, quality and appearance, come next above your regular staples in these. If you have bought unwisely, your holiday papeteries are so much higher than your staple line of boxed goods that there is a wide gap between them. Assuming that you have bought wisely, you will advertise your just-a-little-better-than-usual papeteries more than you advertise either of the extremes of your paper stock. Thus, you will not only be selling these papeteries for gifts, but the gift buyers among your regular patrons by their gift purchases, will be educated into buying a little better and higher priced goods for themselves. There is another reason why your Christmas advertising should be made for your patrons rather than for prospective customers.

#### When to Commence Advertising.

In a general way we will say that your Christmas gift advertising should commence on December 1 and continue right up to Christmas. Before the first advertisement goes into type, however, the advertising copy for all the campaign should be ready. This general campaign copy should be calculated with reference to elasticity, so far as space filling is concerned. This elasticity will enable you to make last-minute changes without having to rewrite the whole advertisement. The campaign may be wisely opened with advertisements of goods commanding higher prices, goods which are most likely to be purchased well in advance for expressing or mailing to other points or for which the purchasers are likely to "shop" before making a final decision. Follow these advertisements with announcements of goods suitable for presentation to children, and be sure to back these advertisements with liberal window and store display of the goods you are advertising. Such a method accomplishes a twofold object. It enables the children to see and decide upon what they want and it helps their elders to learn where the desired articles are to be had. Do not forget that Christmas is the children's day and that they receive first consideration from their seniors, the buyers.

A week before Christmas come out strong with your candies, cigars and the cheaper goods, such as people are apt to buy for obligation gifts to those of a lower social station.

Make your space contracts so that the second week will double the first and the third double the second. If the only available papers are weeklies you should be exceedingly liberal in space. If you use two or more weeklies be sure that the copy in each is different from that used in the others. It has been calculated that in a county with three weeklies one-half of the subscribers of any one will see all three. In a smaller measure this doubling up of readers applies to dailies also. Of course, you will not be so short-sighted as to use the same copy in both morning and evening dailies.

#### Increase of Honesty.

You have only one life to live. What are you doing with it?

Are you treating the rest of mankind honestly, and giving a fair exchange in all your trading?

Are you telling the truth about your goods, and selling them at reasonable profits and without misrepresentation?

Are you conducting your store as you would like to have the business houses conducted where you deal?

These questions would have sounded foolish a few years ago, but not so now. There has been a mighty re-  
 vulsion in the ways of business.

It was once considered smart for a man to "do" those with whom he dealt, if he could. This is not the case any longer.

Honesty has come into its own, and the upright business man is the power.

This does not mean that all have become honest. Unfortunately not. But those who are still away out on the moorland of unrighteousness are no longer regarded as fit company for decent people, and they are getting lonelier all the time.

"Be good and you will be lonely" is a saying that is out of date. Business is advancing toward higher standards all the time, and the number of those who are aiming to be honorable is increasing every day.

You will be looked down upon if you are not trying to do the right thing.

He who is wise will think over this phase of the world's progress and be very careful where he decides to take his stand.

#### Swat the Druggist.

When things go wrong in the world  
 to-day  
 With well-laid plans of mighty men,  
 When someone makes a bad misplay  
 There's lots of noise and talk, and then  
 They swat the druggist.

When women's clubs their meetings hold  
 And plans to vote are then discussed,  
 "Reform's the thing!" so they are told:  
 So when they've talked and thought  
 and fussed  
 They swat the druggist.

In council chambers every night,  
 Where laws are quickly made at will,  
 Their work is never finished quite,  
 Their hands are never stayed until  
 They swat the druggist.

When daily papers moralize  
 And use the editorial knout  
 On men, on sex, on trades or files,  
 Their hammer's never used without  
 They swat the druggist.

When doctors in convention meet  
 And plan to drive disease away,  
 With papers read and talks complete,  
 Then, knowing not what else to say,  
 They swat the druggist.

When the big department stores decide  
 To cut and slash with ruthless hand  
 On things whose values they can't hide,  
 They take a list of patents and  
 They swat the druggist.

When wagon men throughout the State  
 Go to the farmers home and sell,  
 Of wondrous profits loudly prate,  
 And while their stories smoothly tell  
 They swat the druggist.

When there's a lack of gold to fill  
 Your "Uncle Sam's" capacious maw,  
 Both Houses meet with same good will  
 And every time they pass a law  
 They swat the druggist.

And as it is so will it be  
 In walks of life both high and low,  
 For now and all eternity,  
 As people come and people go,  
 They swat the druggist.  
 W. H. Lamont.

When a woman smiles through  
 tears it is a sign that the storm is  
 over.

Weather strips are now classified  
 as long felt wants.



WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>	Mustard, true	.9 00@9 50	Ipecac	@ 75
Acetic	Mustard, artif'l	4 00@4 25	Iron, clo.	@ 60
Boric	Neatsfoot	80@ 85	Kino	@ 80
Carbolic	Olive, pure	2 50@3 50	Myrrh	@1 05
Citric	Olive, Malaga	@ 2 00	Nux Vomica	@ 70
Muriatic	yellow	@ 2 00	Opium	@2 75
Nitric	Olive, Malaga,	@ 2 00	Opium, Capmh.	@ 90
Oxalic	green	@ 2 00	Opium, Deodorz'd	@2 75
Sulphuric	Orange sweet	.2 75@3 00	Rhubarb	@ 70
Tartaric	Organum, pure	@ 2 50		
<b>Ammonia</b>	Organum, com'l	@ 75		
Water, 26 deg.	Pennyroyal	@ 2 75		
Water, 18 deg.	Peppermint	2 50@2 75		
Water, 14 deg.	Rose, pure	14 50@16 00		
Carbonate	Rosemary Flowers	@1 35		
Chloride	Sandalwood, E.	@ 7 00		
<b>Balsams</b>	Sassafras, true	@ 1 10		
Copaiba	Sassafras, artif'l	@ 60		
Fir (Canada)	Spearmint	3 25@3 50		
Fir (Oregon)	Sperm	90@1 00		
Peru	Tansy	5 00@5 50		
Tolu	Tar, USP	30@ 40		
<b>Berries</b>	Turpentine, bgls.	@54 1/2		
Cubeb	Turpentine, less	60@ 65		
Fish	Wintergreen, true	@5 00		
Juniper	Wintergreen, sweet	@ 2 50		
Prickley Ash	birch	@ 2 50		
<b>Barks</b>	Wintergreen, art'l	90@1 20		
Cassia (ordinary)	Wormseed	3 50@4 00		
Cassia (Saigon)	Wormwood	5 00@5 50		
Elm (powd. 30c)				
Sassafras (pow. 30c)				
Soap Cut (powd. 30c)				
<b>Extracts</b>				
Licorice				
Licorice powdered				
<b>Flowers</b>				
Arnica				
Chamomile (Ger.)				
Chamomile (Rom)				
<b>Gums</b>				
Arnica				
Acacia, 2nd				
Acacia, 3d				
Acacia, Sorts				
Acacia, powdered				
Aloes (Barb. Pow)				
Aloes (Cape Pow)				
Aloes (Soc. Pow.)				
Asafoetida				
Asafoetida, Powd.				
Pure				
U. S. P. Powd.				
Camphor				
Guaiac				
Guaiac, powdered				
Kino				
Kino, powdered				
Myrrh				
Myrrh, powdered				
Opium				
Opium, powd.				
Opium, gran.				
Shellac				
Shellac, Bleached				
Tragacanth				
No. 1				
Tragacanth pow				
Turpentine				
<b>Leaves</b>				
Buchu				
Buchu, powd.				
Sage, bulk				
Sage, 1/4 loose				
Sage, powdered				
Senna, Alex				
Senna, Tinn.				
Senna Tinn powd				
Uva Ursi				
<b>Oils</b>				
Almonds, Bitter, true				
Almonds, Bitter, artificial				
Almonds, Sweet, true				
Almonds, Sweet, imitation				
Amber, crude				
Amber, rectified				
Anise				
Bergamont				
Cajeput				
Cassia				
Castor, bbls. and cans				
Cedar Leaf				
Citronella				
Cloves				
Coccolut				
Cod Liver				
Cotton Seed				
Croton				
Cuppebs				
Elgeron				
Eucalyptus				
Hemlock, pure				
Juniper Berries				
Juniper Wood				
Lard, extra				
Lard, No. 1				
Laven'r Flowers				
Lavender, Gar'n				
Lemon				
Linseed, boiled, bbl				
Linseed, bdl. less				
Linseed, raw, bbls.				
Linseed, haw, less				
<b>Mustard, true</b>				
<b>Mustard, artif'l</b>				
<b>Neatsfoot</b>				
<b>Olive, pure</b>				
<b>Olive, Malaga</b>				
<b>Olive, Malaga, yellow</b>				
<b>Olive, Malaga, green</b>				
<b>Orange sweet</b>				
<b>Organum, pure</b>				
<b>Organum, com'l</b>				
<b>Pennyroyal</b>				
<b>Peppermint</b>				
<b>Rose, pure</b>				
<b>Rosemary Flowers</b>				
<b>Sandalwood, E.</b>				
<b>Sassafras, true</b>				
<b>Sassafras, artif'l</b>				
<b>Spearmint</b>				
<b>Sperm</b>				
<b>Tansy</b>				
<b>Tar, USP</b>				
<b>Turpentine, bgls.</b>				
<b>Turpentine, less</b>				
<b>Wintergreen, true</b>				
<b>Wintergreen, sweet</b>				
<b>birch</b>				
<b>Wintergreen, art'l</b>				
<b>Wormseed</b>				
<b>Wormwood</b>				
<b>Potassium</b>				
Bicarbonate				
Bichromate				
Bromide				
Carbonate				
Chlorate, xtal and powdered				
Chlorate, granular				
Cyanide				
Iodide				
Permanganate				
Prussiate, yellow				
Prussiate, red				
Sulphate				
<b>Roots</b>				
Alkanet				
Blood, powdered				
Calamum				
Elecampane, pwd.				
Gentian, powd.				
Ginger, African, powdered				
Ginger, Jamaica				
Ginger, Jamaica, powdered				
Goldenseal pow.				
Ipecac, powd.				
Licorice				
Licorice, powd.				
Orris, powdered				
Poke, powdered				
Rhubarb				
Rhubarb, powd.				
Rosinweed, powd.				
Sarsaparilla, Hond. ground				
Sarsaparilla Mexican, ground				
Squills				
Squills, powdered				
Turmeric, powd.				
Valerian, powd.				
<b>Seeds</b>				
Anise				
Anise, powdered				
Bird, is				
Canary				
Caraway				
Cardamon				
Celery				
Coriander				
Dill				
Fennel				
Flax				
Flax, ground				
Foenugreek, pow.				
Hemp				
Lobelia				
Mustard, yellow				
Mustard, black				
Mustard, powd.				
Poppy				
Quince				
Rape				
Sabadilla				
Sabadilla, powd.				
Sunflower				
Worm American				
Worm Levant				
<b>Tinctures</b>				
Aconite				
Aloes				
Arnica				
Asafoetida				
Belladonna				
Benzoin				
Benzoin Compo'd				
Buchu				
Cantharadics				
Cassium				
Cardamon				
Cardamon, Comp.				
Catechu				
Cinchona				
Colchicum				
Cubebs				
Digitalis				
Gentian				
Ginger				
Guaiac				
Guaiac Ammon.				
Iodine				
Iodine, Colorless				
Lead, red dry				
Lead, white dry				
Lead, white oil				
Ochre, yellow bbl.				
Ochre yellow less				
Putty				
Red Venet n bbl.				
Red Venet n less				
Vermillion, Eng.				
Vermillion, Amer.				
Whiting, bbl.				
Whiting				
L. H. P. Prepd				
<b>Insecticides</b>				
Arsenic				
Blue Vitrol, bbl.				
Blue Vitrol less				
Bordeaux Mix Pat				
Hellebore, White powdered				
Insect Powder				
Lead Arsenate				
Lime and Sulphur Solution, gal.				
Paris Green				
<b>Miscellaneous</b>				
Acetanalid				
Alum				
Alum, powdered and ground				
Bismuth, Subnitrate				
Borax xtal or powdered				
Cantharades po				
Calomel				
Capsicum				
Carmine				
Cassia Buds				
Cloves				
Chalk Prepared				
Chalk Precipitated				
Chloroform				
Chloral Hydrate				
Cocaine				
Cocoa Butter				
Corks, list, less 70%				
Copperas, bbls.				
Copperas, less				
Copperas, powd.				
Corrosive Sublim.				
Cream Tartar				
Cuttlebone				
Dextrine				
Dover's Powder				
Emery, all Nos.				
Emery, powdered				
Epsom Salts, bbls				
Epsom Salts, less				
Ergot				
Ergot, powdered				
Flake White				
Formaldehyde lb.				
Gambier				
Gelatine				
Glassware, full cases 80%				
Glassware, less 70 & 10%				
Glauber Salts bbl.				
Glauber Salts less				
Glue, brown				
Glue, brown grd.				
Glue, white				
Glue, white grd.				
Glycerine				
Hops				
Indigo				
Iodine				
Iodoform				
Lead Acetate				
Lycopodium				
Mace				
Mace, powdered				
Menthol				
Mercury				
Morphine all brd				
Nux Vomica				
Nux Vomica pow				
Pepper, black pow				
Pepper, white				



# GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Cream of Tartar	Citron
Scotch Peas	Orange Peel
Michigan Beans	Lemon Peel
	Caraway Seed
	Celery Seed

## Index to Markets

By Columns

Col.	1	2
<b>A</b>	<b>AMMONIA</b>	<b>Clams</b>
Ammonia	12 oz. ovals 2 doz. box 75	Little Neck, 1lb. @ 1 00
<b>B</b>	<b>AXLE GREASE</b>	Little Neck, 2lb. @ 1 50
Baked Beans	Frazer's	<b>Clam Bouillon</b>
Bath Brick	1lb. wood boxes, 4 doz. 3 00	Burnham's 1/2 pt. 2 25
Bluing	1lb. tin boxes, 3 doz. 2 35	Burnham's pts. 3 75
Breakfast Food	3 1/2 lb. tin boxes, 2 dz. 4 25	Burnham's qts. 7 50
Brooms	1 1/2 lb. palls, per doz. 6 00	<b>Corn</b>
Brushes	15 lb. palls, per doz. 7 20	Fair 65 @ 70
Butter Color	25 lb. palls, per doz. 12 00	Good 90 @ 1 00
<b>C</b>	<b>BAKED BEANS</b>	Fancy 90 @ 1 30
Candles	No. 1, per doz. 45 @ 90	<b>French Peas</b>
Canned Goods	No. 2, per doz. 75 @ 1 40	Monbadon (Natural)
Carbon Oils	No. 3, per doz. 85 @ 1 75	per doz. 1 75
Catsup	<b>BATH BRICK</b>	<b>Gooseberries</b>
Cheese	English 95	No. 2, Fancy 1 50
Chewing Gum	<b>BLUING</b>	No. 2, Fancy 2 35
Chicory	Jennings'	<b>Hominy</b>
Chocolate	Condensed Pearl Bluing	Standard 85
Clothes Lines	Small C P Bluing, doz. 45	<b>Lobster</b>
Cocoa	Large C P Bluing, doz. 75	1/4 lb. 1 85
Cocoanut	Folger's	1/2 lb. 3 15
Coffee	Summer Sky, 3 do. cs. 1 20	<b>Mackerel</b>
Confections	Summer Sky, 10 dz bbl 4 00	Mustard, 1lb. 1 80
Cracked Wheat	<b>BREAKFAST FOODS</b>	Mustard, 2lb. 2 80
Crackers	Apetizo, Biscuits 3 00	Soused, 1 1/2 lb. 1 60
Cream Tartar	Bear Food, Pettijohns 2 13	Soused, 2lb. 2 75
<b>D</b>	Cracked Wheat, 24-2 2 50	Tomato, 1lb. 1 50
Dried Fruits	Cream of Wheat, 36-2 4 50	Tomato, 2 1/2 2 80
<b>E</b>	Cream of Rye, 24-2 3 00	<b>Mushrooms</b>
Farinaceous Goods	Quaker Puffed Rice 4 25	Buttons, 1/4s @ 15
Flavoring	Quaker Puffed Wheat 2 85	Buttons, 1s @ 30
Flour and Feed	Quaker Brkfst Biscuit 1 90	Buttons, 1s @ 25
Fruit Jars	Quaker Corn Flakes 1 75	<b>Oysters</b>
<b>G</b>	Victor Corn Flakes 2 20	Cove, 1lb. @ 85
Gelatine	Washington Crisps 1 85	Cove, 2lb. @ 1 60
Grain Bags	Wheat Hearts 1 90	<b>Plums</b>
<b>H</b>	Wheatena 4 50	90 @ 1 35
Herbs	Evaporated Sugar Corn 90	<b>Pears in Syrup</b>
Hides and Pelts	Farinose, 24-2 2 70	No. 3 cans, per doz. 1 50
Horse Radish	Grape Nuts 2 70	<b>Peas</b>
<b>J</b>	Grape Sugar Flakes 2 50	Marrowfat 90 @ 1 00
Jelly	Sugar Corn Flakes 2 50	Early June 1 10 @ 1 25
Jelly Glasses	Hardy Wheat Food 2 25	Early June sifted 1 45 @ 1 55
<b>M</b>	Holland Rusk 2 90	<b>Peaches</b>
Macaroni	Krinkle Corn Flakes 2 00	No. 10 size can pie @ 3 25
Mapleine	Mapl-Corn Flakes 2 80	<b>Pineapple</b>
Meats, Canned	Minn. Wheat Cereal 3 75	Grated 1 75 @ 2 10
Mince Meat	Ralston Wheat Food 4 50	Sliced 95 @ 2 60
Molasses	Ralston Wht Food 10c 1 45	<b>Pumpkin</b>
Mustard	Saxon Wheat Food 2 60	Fair 80
<b>N</b>	Shred Wheat Biscuit 3 60	Good 90
Nuts	Triscuit, 18 1 80	Fancy 90
<b>O</b>	Pillsbury's Best Cer'l 4 25	Gallon 2 40
Olives	Post Toasties, T-2 2 40	<b>Raspberries</b>
<b>P</b>	Post Toasties, T-3 2 60	Standard @
Pickles	Post Tavern Porridge 2 80	<b>Salmon</b>
Pipes	<b>BROOMS</b>	Warrens, 1 lb. Tall 2 30
Playing Cards	Fancy Parlor, 25 lb. 4 25	Warrens, 1 lb. Flat 2 40
Potash	Parlor, 5 String, 25 lb. 4 00	Red Alaska 1 70 @ 1 75
Provisions	Standard Parlor, 23 lb. 3 50	Med Red Alaska 1 40 @ 1 45
<b>R</b>	Common, 23 lb. 2 25	Pink Alaska @ 1 15
Rice	Special, 23 lb. 2 75	<b>Sardines</b>
Rolled Oats	Warehouse, 33 lb. 4 25	Domestic, 1/4s 3 75
<b>S</b>	Common Whisk 1 00	Domestic, 1/2 Mustard 3 75
Salad Dressing	Fancy Whisk 1 25	Domestic, 3/4 Mustard 3 25
Saleratus	<b>BRUSHES</b>	French, 1/4s 7 @ 14
Salt Soda	Scrub	French, 1/2s 13 @ 23
Salt	Solid Back, 8 in. 75	<b>Sauer Kraut</b>
Salt Fish	Solid Back, 11 in. 85	No. 3, cans 90
Seeds	Pointed Ends 95	No. 10, cans 2 40
Shoe Blacking	<b>Stove</b>	<b>Shrimps</b>
Shuff	No. 3 90	Dunbar, 1st doz. 1 45
Soap	No. 2 1 25	Dunbar, 1 1/2s doz. 2 50
Soda	No. 1 1 75	<b>Succotash</b>
<b>T</b>	<b>Shoe</b>	Fair 90
Table Sauces	No. 3 1 00	Good 1 20
Tea	No. 7 1 30	Fancy 1 25 @ 1 40
Tobacco	No. 4 1 70	<b>Strawberries</b>
Twine	No. 8 1 90	Standard 95
<b>V</b>	<b>BUTTER COLOR</b>	Fancy 2 25
Vinegar	Dandelion, 25c size 2 00	<b>Tomatoes</b>
<b>W</b>	<b>CANDLES</b>	Good 90
Wicking	Paraffine, 6s 7	Fancy 1 20
Woodenware	Paraffine, 12s 7 1/2	No. 10 2 90
Wrapping Paper	Wicking 20	<b>CARBON OILS</b>
<b>Y</b>	<b>CANNED GOODS</b>	Barrels
Yeast Cake	Apples	Perfection 10
	3 lb. Standards @ 90	D. S. Gasoline 14
	Gallon @ 3 50	Gas Machine 22.9
	<b>Blackberries</b>	Deodor'd Nap'a 13
	2 lb. 1 50 @ 1 90	Cylinder 29 @ 34 1/2
	Standard gallons @ 5 00	Engine 16 @ 22
	<b>Beans</b>	Black, winter 8 @ 10
	Baked 85 @ 1 30	<b>CATSUP</b>
	Bloomdale @ 18 1/2	Snider's pints 2 35
	Carson City @ 18 1/2	Snider's 1/2 pints 1 35
	Wax 75 @ 1 25	
	<b>Blueberries</b>	
	Standard 1 80	
	Gallon 7 25	

3	4	5
<b>CHEESE</b>	<b>Bogota</b>	<b>Hickory Nuts, per bu.</b>
Acme @ 16 1/2	Fair 24	Ohio
Bloomdale @ 16 1/2	Fancy 26	Cocoanuts
Carson City @ 16 1/2	Exchange Market, Steady	Chestnuts, New York
Hopkins @ 16 1/2	Spot Market, Strong	State, per bu.
Brick @ 16 1/2	<b>Package</b>	Shelled
Leiden @ 15	New York Basis	No. 1 Spanish Shelled
Limburger @ 15 1/2	Arbuckle 17	Peanuts 7 @ 7 1/2
Pineapple 40 @ 60	McLaughlin's XXXX	Ex. Lg. Va. Shelled
Edam @ 85	McLaughlin's XXXX sold	Peanuts 11 1/2 @ 12
Sap Sago @ 24	to retailers only. Mail all	Peanut Halves @ 65
Swiss, domestic @ 20	orders direct to W. F.	Walnut Halves @ 65
	McLaughlin & Co., Chicago	Filbert Meats @ 83
	<b>Extracts</b>	Alicante Almonds @ 65
	Holland, 1/2 gro. bxs. 95	Jordan Almonds
	Felix, 1/2 gross 1 15	Peanuts
	Hummel's foil, 1/2 gro. 85	Fancy H P Suns Raw @ 6 1/2
	Hummel's tin, 1/2 gro. 1 43	Roasted @ 7 1/2
	<b>CONFECTIONERY</b>	H. P. Jumbo, Raw @ 8 1/2
	Stick Candy	Roasted @ 9 1/2
	Forehound 9	<b>CRACKERS</b>
	Standard 9	<b>National Biscuit Company</b>
	Standard, small 10	Brands
	Twist, small 10	<b>Butter</b>
	Jumbo 9 1/2	Boxes
	Jumbo, small 10	Excelsior Butters 8 1/2
	Big Stick 9 1/2	NBC Square Butters 6 1/2
	Boston Sugar Stick 14	Seymour Round 6 1/2
	<b>Mixed Candy</b>	<b>Soda</b>
	Broken 8 1/2	NBC Sodas 6 1/2
	Cut Loaf 10 1/2	Premium Sodas 7 1/2
	French Cream 10	Select Sodas 8 1/2
	Fancy 10	Saratoga Flakes 13
	Grocers 7	Saltines 13
	Kindergarten 12	<b>Oyster</b>
	Leader 10	NBC Picnic Oysters 6 1/2
	Majestic 10	Gem Oysters 8 1/2
	Monarch 10	Shell 8
	Novelty 11	<b>Sweet Goods</b>
	Paris Creams 14	Cans and boxes
	Premio Creams 14	Animals 10
	Royal 8	Atlantics Also Ass'd. 12
	Special 10	Avena Fruit Cakes 12
	Valley Creams 13	Bonnie Doon Cookies 10
	X L O 7 1/2	Bonnie Lassies 10
	<b>Specialties</b>	Cameo Biscuit 25
	Auto Kisses (baskets) 13	Cecelia Biscuit 16
	Autumn Leaves 13	Cheese Tid Bits 20
	Bonnie Butter Bites 17	Chocolate Bar (cans) 18
	Butter Cream Corn 15	Chocolate Drops 17
	Caramel Dice 13	Choc. Honey Fingers 16
	Cocoanut Kraut 13	Circle Cookies 12
	Cocoanut Waffles 14	Cracknels 18
	Coffy Toffy 16	Cream Fingers 14
	Dainty Mints 7 lb. tin 17	Cocoanut Taffy Bar 13
	Empire Fudge 14	Cocoanut Drops 12
	Fudge, Pineapple 14	Cocoanut Macaroons 18
	Fudge, Walnut 16	Coconut Honey Fingers 12
	Fudge, Filbert 15	Coct Honey Jumbles 12
	Fudge, Choco. Peanut 13	Coffee Cakes Iced 12
	Fudge, Honey Moon 14	Dinner Pail Mixed 8 1/2
	Fudge, Toasted Cocoa- nut 14	Family Cookies 8 1/2
	Fudge, Cherry 15	Fig Cakes Ass'd. 12
	Fudge, Cocoanut 14	Fireside Peanut Jumb 10
	Honeycomb Candy 16	Fireside Sug. Jumb 12
	Iced Maroons 14	Fluted Coated Bar 11
	Iced Gems 15	Frosted Creams 8 1/2
	Iced Orange Jellies 13	Frosted Ginger Cook 8 1/2
	Italian Bon Bons 13	Ginger Gems Plain 9 1/2
	Lozenges, Pep. 11	Ginger Gems Iced 9 1/2
	Lozenges, Pink 11	Graham Crackers 8 1/2
	Manchus 14	Ginger Snaps Family 8 1/2
	Molasses Kisses, 10 lb. box 13	Ginger Snaps R'd 8
	Nut Butter Puffs 14	Harlequin Jumbles 12
	Salted Peanuts 12	Hobnob Cookies 12
	<b>Chocolates</b>	Household Cookies 12
	Assorted Choc. 16	Household Cks. Iced 9
	Amazon Caramels 16	Hippodrome Bar 12
	Champion 12	Honey Fingers Ass't 12
	Choc. Chips, Eureka 19	Honey Flakes 14
	Climax 14	Honey Jumbles 12
	Eclipse, Assorted 15	Imperial 8 1/2
	Eureka Chocolates 17	Jasmine Cakes 14
	Favorite 18	Jubilee Mixed 10
	Ideal Chocolates 15	Kaiser Jumbles 10
	Klondike Chocolates 18	Lady Fingers Sponge 30
	Nabobs 18	Leap Year Jumbles 20
	Nibble Sticks 26	Lemon Biscuit Square 9
	Nut Wafers 18	Lemon Wafers 17
	Ocoro Choc. Caramels 17	Lemona 8 1/2
	Peanut Clusters 20	Mace Cakes 8
	Quintette 16	Mary Ann 8 1/2
	Regina 11	Marshmallow Pecans 18
	Star Chocolates 13	Medora 8
	Superior Choc. (light) 19	Mol. Frt. Cookie, Iced 14
	<b>Pop Corn Goods</b>	NBC Honey Cakes 12
	Without prizes.	Oatmeal Crackers 8 1/2
	Cracker Jack with	Orange Gems 8 1/2
	coupon 3 25	Penny Assorted 8 1/2
	Pop Corn Goods with Prizes	Peanut Gems 9
	Giggles, 5c pkg. cs. 3 50	Picnic Mixed 12
	Oh My 100s 3 50	Raisin Cookies 10
	Cracker Jack, with Prize	Raisin Gems 11
	Pop Corn Balls, with rib- bon, 200 in cs per cs. 1 40	Recess Tarts 15
	<b>Cough Drops</b>	Reverses Ass'd. 15
	Putnam Menthol 1 15	Saltines 13
	Smith Bros. 1 25	Seafoam 18
	<b>NUTS—Whole</b>	Snaparoons 12
	Almonds, Tarragona 22	Spiced Jumbles, Iced 10
	Almonds, California	Sugar Fingers 12
	soft shell Drake @ 22	Sugar Crimp 8 1/2
	Brazils 12 @ 13	Sultana Fruit Biscuit 16
	Filberts 12 @ 13	Sweethearts 25
	Cal. No. 1 S. S. @ 22	Vanilla Wafers 18
	Walnuts, Naples 18 @ 19	<b>In-cr-Seal Trade Mark</b>
	Walnuts, Chili @ 17 1/2	Goods
	Table nuts, fancy 14 @ 16	per doz.
	Pecans, medium @ 13	Baronet Biscuit 1 00
	Pecans, ex. large @ 15	Bremners Btr Wafa. 1 00
		Cameo Biscuit 1 50
		Cheese Sandwich 1 00
		Chocolate Wafers 1 00
		Excelsior Butters 1 00
		Fig Newton 1 00
		Five O'Clock Tea Bct 1 00
		Ginger Snaps NBC 1 00



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Graham Crackers Red Label, 10c size ... 1 00
Kaiser Jumbles ... 1 00
Lemon Snaps ... 50
Mallomars ... 1 00
Oysterettes ... 50
Premium Sodas ... 1 00
Royal Toast ... 1 00
Saratoga Flakes ... 1 50
Social Tea Biscuit ... 1 00
Uneda Biscuit ... 50
Uneda Ginger Wafer ... 1 00
Vanilla Wafers ... 1 00
Water Thin Biscuit ... 1 00
Zu Zu Ginger Snaps ... 50
Zwieback ... 1 00

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

In Special Tin Packages
Adora, 10c size ... 1 00
Festino ... 2 50
Nabisco, 10c ... 1 00
Nabisco, in bulk, per tin ... 1 75
Festino ... 1 50
Bent's Water Crackers 1 40

CREAM TARTAR
Barrels or Drums ... 40
Boxes ... 41
Square Cans ... 43
Fancy Caddies ... 48

DRIED FRUITS
Apples
Evapor'd Choice blk 10 1/2
Evapor'd Fancy pkg.
Apricots
California ... 15@17
Corsican
Citron ... 16 1/2
Currants
Imported 1 lb. pkg. ... 9 1/2
Imported, bulk ... 9 1/2
Peaches
Muir-Choice, 25lb. ... 7 1/2
Muir-Fancy, 25lb. ... 8 1/2
Fancy, Peeled, 25lb. ... 15

PEEL
Lemon, American ... 12 1/2
Orange, American ... 12 1/2
Raisins
Cluster, 20 cartons ... 2 25
Loose Muscatis, 4 Cr. 7 1/2
Loose Muscatis, 3 Cr. 7 1/2
L. M. Seeded, 1 lb. 8 1/2@9

California Prunes
90-100 25lb. boxes @ 7 1/2
80-90 25lb. boxes @ 8 1/2
70-80 25lb. boxes @ 9 1/2
60-70 25lb. boxes @ 10
50-60 25lb. boxes @ 11
40-50 25lb. boxes @ 12

FARINACEOUS GOODS
Beans
Wingold, 1/2 cloth ... 7 00
Wingold, 1/2 cloth ... 6 90
Wingold, 1/2 cloth ... 6 80
Wingold, 1/2 paper ... 6 85
Wingold, 1/2 paper ... 6 80
Meal
Bolted ... 4 40
Golden Granulated ... 4 80
Wheat
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 ... 90
Knox's Sparkling, doz. 1 25
Knox's Acid'd doz. 1 25
Oxford ... 1 50
Newford ... 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

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Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80
FLAVORING EXTRACTS
Jennings D C Brand
Extract Lemon Terpeneless
Extract Vanilla Mexican
both at the same price
No. 1, F box 1/4 oz. ... 85
No. 2, F box, 1 1/4 oz. 1 20
No. 4, F box, 2 1/4 oz. 2 00
No. 3, 2 1/4 oz. Taper 2 00
No. 2, 1 1/4 oz. flat ... 1 75

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent ... 5 50
Sunburst ... 6 00
Wizard Flour ... 5 20
Wizard Graham ... 5 20
Matchless ... 5 30
Wizard, Gran. Meal 4 80
Wizard Buckwh't cwt 3 40
Rye ... 4 80
Valley City Milling Co.
Lily White ... 6 00
Light Loaf ... 5 50
Graham ... 2 55
Granena Health ... 2 65
Gran. Meal ... 2 10
Bolted Med. ... 2 00
Voigt Milling Co.
Voigt's Crescent ... 6 00
Voigt's Royal ... 6 40
Voigt's Flourigt ... 6 00
Voigt's Hygienic Gra- ham ... 4 80
Watson-Higgins Milling Co.
Perfection Buckwheat
Flour ... 6 20
Perfection Flour ... 5 85
Tip Top Flour ... 5 45
Golden Sheaf Flour ... 5 00
Marshalls Best Flour 6 20
Worden Grocer Co.
Quaker, paper ... 5 30
Quaker, cloth ... 5 40
Kansas Hard 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
Roy Baker
Mazetta ... 6 00
Golden Horn, bakers 5 55
Wisconsin Rye ... 5 80
Bohemian Rye ... 6 15
Judson Grocer Co.
Ceresota, 1/2s 6 80
Ceresota, 1/4s 6 90
Ceresota, 1/2s 7 00
Voigt Milling Co.
Columbian ... 6 50
Worden Grocer Co.
Wingold, 1/2 cloth ... 7 00
Wingold, 1/2 cloth ... 6 90
Wingold, 1/2 cloth ... 6 80
Wingold, 1/2 paper ... 6 85
Wingold, 1/2 paper ... 6 80
Meal
Bolted ... 4 40
Golden Granulated ... 4 80
Wheat
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 ... 90
Knox's Sparkling, doz. 1 25
Knox's Acid'd doz. 1 25
Oxford ... 1 50
Newford ... 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

FRUIT JARS
Mason, pts., per gro. 4 25
Mason, qts., per gro. 4 55
Mason, 1/2 gal. per gro. 6 90
Mason, can tops, gro. 1 30
GELATINE
Cox's, 1 doz. large ... 1 45
Cox's, 1 doz. small ... 90
Knox's Sparkling, doz. 1 25
Knox's Acid'd doz. 1 25
Oxford ... 1 50
Newford ... 75
Plymouth Rock, Phos. 1 25
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Broad Gauge ... 18
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Green, No. 1 ... 12
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Cured, No. 1 ... 13 1/2
Cured, No. 2 ... 12 1/2

FRUIT JARS
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Broad Gauge ... 18
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Herbs
Sage ... 15
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Laurel Leaves ... 15
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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
Lamb's ... 50@ 80
Shearings ... 50@ 75
Tallow
No. 1 ... 5
No. 2 ... 4
Wool
Unwashed, med. ... 20
Unwashed, fine ... 15

HORSE RADISH
Per doz. ... 90
Jelly
5lb. palls, per doz. ... 2 40
15lb. palls, per doz. ... 65
30lb. palls, per doz. ... 1 25
JELLY GLASSES
1/2 pt. in bbls., per doz. 15
1/4 pt. in bbls., per doz. 16
8 oz. capped in bbls. 18
per doz. ... 18
MAPLEINE
2 oz. bottles, per doz. 3 00
1 oz. bottles, per doz. 1 75
MINCE MEAT
Per case ... 2 85

MOLASSES
New Orleans
Fancy Open Kettle ... 42
Choice ... 35
Good ... 22
Fair ... 20
Half barrels 2c extra
Red Hen, No. 2 1/2 ... 1 75
Red Hen, No. 5 ... 1 75
Red Hen, No. 10 ... 1 65

MUSTARD
1/2 lb. 6 lb. box ... 16
OLIVES
Bulk, 1 gal. kegs 1 00@1 10
Bulk, 2 gal. kegs 95@1 05
Bulk, 5 gal. kegs 90@1 00
Stuffed, 5 oz. ... 90
Stuffed, 8 oz. ... 1 25
Stuffed, 14 oz. ... 2 25
Pitted (not stuffed)
14 oz. ... 2 25
Manzanilla, 8 oz. ... 90
Lunch, 10 oz. ... 1 35
Lunch, 16 oz. ... 2 25
Queen, Mammoth, 19
Oz. ... 4 25
Queen, Mammoth, 28
Oz. ... 5 75
Olive Chow, 2 doz. cs. 2 25
per doz. ... 2 25

PICKLES
Medium
Barrels, 1,200 count ... 7 25
Half bbls., 600 count 4 13
5 gallon kegs ... 1 80
Small
Barrels ... 9 50
Half barrels ... 5 25
5 gallon kegs ... 2 25
Gherkins
Barrels ... 13 00
Half barrels ... 6 25
5 gallon kegs ... 2 50
Sweet Small
Barrels ... 16 00
Half barrels ... 8 50
5 gallon kegs ... 3 20

PIPES
Clay, No. 216, per box 1 75
Clay, T. D. full count 60
Cob ... 90
PLAYING CARDS
No. 90, Steamboat ... 75
No. 15, Rival assorted 1 25
No. 20, Rover, enam'd 1 50
No. 572, Special ... 1 75
No. 98 Golf. satin fin. 2 00
No. 808, Bicycle ... 2 00
No. 632 Tourn't whist 2 25
POUTASH
Babbitt's, 2 doz. ... 1 75

PROVISIONS
Barreled Pork
Clear Back ... 23 00@24 00
Short Cut Cl'r ... 22 00@23 00
Bean ... 20 50@21 00
Brisket, Clear ... 28 00@29 00
Pig ... 26 00
Clear Family ... 26 00
Dry Salt Meats
S P Bellies ... 14 1/2@15
Lard
Pure in tierces 12 1/2@13
Compound Lard .8 @ 8 1/2
80 lb. tubs ... advance 1/2
60 lb. tubs ... advance 1/2
50 lb. tubs ... advance 1/4
20 lb. palls ... advance 1/4
10 lb. palls ... advance 1/4
5 lb. palls ... advance 1/4
8 lb. palls ... advance 1/4

Smoked Meats
Hams, 12 lb. av. 18 @19
Hams, 14 lb. av. 17 1/2@18
Hams, 16 lb. av. 17 @17 1/2
Hams, 18 lb. av.
Ham, dried beef
sets ... 29 @30
California Hams 13 @13 1/2
Picnic Boiled
Hams ... 19 1/2@20
Boiled Hams ... 24 1/2@25
Minced Ham ... 14 @14 1/2
Bacon ... 19 @23

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Hams, 12 lb. av. 18 @19
Hams, 14 lb. av. 17 1/2@18
Hams, 16 lb. av. 17 @17 1/2
Hams, 18 lb. av.
Ham, dried beef
sets ... 29 @30
California Hams 13 @13 1/2
Picnic Boiled
Hams ... 19 1/2@20
Boiled Hams ... 24 1/2@25
Minced Ham ... 14 @14 1/2
Bacon ... 19 @23

9

Sausages
Bologna ... 12 @12 1/2
Liver ... 9 1/2@10
Frankfort ... 13 @13 1/2
Pork ... 13 @14
Veal ... 11
Tongue ... 11
Headcheese ... 10
Beef
Boneless ... 20 00@20 50
Rump, new ... 24 50@25 00
Pig's Feet
1/2 bbls. ... 1 05
3/4 bbls., 40 lbs. ... 2 10
1/2 bbls. ... 4 25
1 bbl. ... 8 50

Tripe
Kits, 15 lbs. ... 90
1/2 bbls., 40 lbs. ... 1 60
3/4 bbls., 80 lbs. ... 3 00
Casings
Hogs, per 1/2 ... 35
Beef, rounds, set ... 24@25
Beef, middles, set ... 80@85
Sheep, per bundle 85
Uncolored Butterine
Solid Dairy ... 12 1/2@16 1/2
Country Rolls ... 13 @19 1/2

Canned Meats
Corned beef, 2 lb. ... 4 80
Corned beef, 1 lb. ... 2 70
Roast beef, 2 lb. ... 4 80
Roast beef, 1 lb. ... 2 70
Potted Meat, Ham
Flavor, 1/2s ... 55
Potted Meat, Ham
Flavor, 1/4s ... 95
Deviled Meat, Ham
Flavor, 1/2s ... 55
Deviled Meat, Ham
Flavor, 1/4s ... 95
Potted Tongue, 1/2s ... 55
Potted Tongue, 1/4s ... 95

RICE
Fancy ... 7 @7 1/2
Japan Style ... 5 @5 1/2
Broken ... 3 1/2@4 1/2
ROLLED OATS
Rolled Avenna, bbls. 6 00
Steel Cut, 100 lb. sks 3 10
Monarch, bbls. ... 5 75
Monarch, 90 lb. sks. 2 75
Quaker, 18 Regular ... 1 45
Quaker, 20 Family ... 4 50

SALAD DRESSING
Columbia, 1/2 pt. ... 2 25
Columbia, 1 pint ... 4 00
Durkee's, large 1 doz. 4 50
Durkee's, small, 2 doz. 5 25
Snider's, large, 1 doz. 2 35
Snider's, small, 2 doz. 1 35
SALERATUS
Packed 60 lbs. in box
Arm and Hammer ... 3 00
Wyandotte, 100 lbs. 3 00
SAL SODA
Granulated, bbls. ... 80
Granulated, 100 lbs. cs. 90
Granulated, 36 pkgs. ... 1 25

SALT
Common Grades
100 3 lb. sacks ... 2 60
70 4 lb. sacks ... 2 40
60 5 lb. sacks ... 2 40
28 10 lb. sacks ... 2 25
56 lb. sacks ... 40
28 lb. sacks ... 20
Warsaw
56 lb. sacks ... 26
28 lb. dairy in drill bags 20
Solar Rock
56 lb. sacks ... 26
Common
Granulated, Fine ... 1 00
Medium, Fine ... 1 05

SALT FISH
Cod
Large, whole ... @ 8
Small, whole ... @ 7 1/2
Strips or bricks 9@13
Pollock ... @ 5 1/2
Smoked Salmon
Strips ... 9
Halibut
Strips ... 18
Chunks ... 19
Holland Herring
Y. M. wh. hoop bbls.
Y. M. wh. hoop bbls.
Y. M. wh. hoop 1/2 bbls.
Y. M. wh. hoop kegs
Standard, bbls. ... 11 75
Standard, 1/2 bbls. ... 6 13
Standard, kegs ... 80

Trout
No. 1, 100 lbs. ... 7 50
No. 1, 40 lbs. ... 2 25
No. 1, 10 lbs. ... 90
No. 1, 2 lbs. ... 75
Mackerel
Mess, 100 lbs. ... 15 00
Mess, 40 lbs. ... 6 50
Mess, 10 lbs. ... 1 70
Mess, 8 lbs. ... 1 45
No. 1, 100 lbs. ... 14 00
No. 1, 40 lbs. ... 6 10
No. 1, 10 lbs. ... 1 60
Lake Herring
100 lbs. ... 4 25
40 lbs. ... 2 10
10 lbs. ... 62
8 lbs. ... 54

Trout
No. 1, 100 lbs. ... 7 50
No. 1, 40 lbs. ... 2 25
No. 1, 10 lbs. ... 90
No. 1, 2 lbs. ... 75
Mackerel
Mess, 100 lbs. ... 15 00
Mess, 40 lbs. ... 6 50
Mess, 10 lbs. ... 1 70
Mess, 8 lbs. ... 1 45
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No. 1, 40 lbs. ... 6 10
No. 1, 10 lbs. ... 1 60
Lake Herring
100 lbs. ... 4 25
40 lbs. ... 2 10
10 lbs. ... 62
8 lbs. ... 54

10

SEEDS
Anise ... 20
Canary, Smyrna ... 10
Caraway ... 15
Cardomom, Malabar 1 20
Celery ... 45
Hemp, Russian ... 5
Mixed Bird ... 9
Mustard, white ... 12
Poppy ... 16
Rape ... 10
SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small ... 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders ... 37
Maccaboy, in jars ... 35
French Rappee in jars ... 43

SODA
Boxes, English ... 5 1/2
Kegs, English ... 4 1/2
SPICES
Whole Spices
Allspice, Jamaica .9@10
Allspice, lg Garden @11
Cloves, Zanzibar @22
Cassia, Canton ... 14@15
Cassia, 5c pkg. dz. @25
Ginger, African ... @ 9 1/2
Ginger, Cochlin ... @14 1/2
Mace, Penang ... @70
Mixed, No. 1 ... @17
Mixed, No. 2 ... @16
Mixed, 5c pkgs. dz. @45
Nutmegs, 70180 ... @30
Nutmegs, 105-110 ... @25
Pepper, Black ... @15
Pepper, White ... @25
Pepper, Cayenne ... @22
Paprika, Hungarian
Pure Ground In Bulk
Allspice, Jamaica ... @15
Cloves, Zanzibar ... @28
Cassia, Canton ... @22
Ginger, African ... @18
Mace, Penang ... @75
Nutmegs ... @35
Pepper, Black ... @18
Pepper, White ... @32
Pepper, Cayenne ... @24
Paprika, Hungarian @45

Corn
Kingsford, 40 lb. ... 7 1/2
Muzzy, 20 1lb. pkgs. ... 5 1/2
Silver Gloss, 40 lb. ... 7 1/2
Muzzy, 40 1lb. pkgs. ... 5
Argo, 24 5c pkgs. ... 90
Silver Gloss, 16 3lbs. ... 6 1/2
Silver Gloss, 12 6lbs. ... 8 1/2
Muzzy
48 1lb. packages ... 5
12 3lb. packages ... 4 1/2
12 6lb. packages ... 6
50lb. boxes ... 3 1/2

SYRUPS
Corn
Barrels ... 32
Half barrels ... 34
Blue Karo, No. 1 1/2,
4 doz. ... 3 45
Blue Karo, No. 2, 2 dz. 1 95
doz. ... 2 30
Blue Karo, No. 5, 1 dz. 2 25
Blue Karo, No. 10, 1/2
doz. ... 2 15
Red Karo, No. 1 1/2 4
doz. ... 4 00
Red Karo, No. 2, 2 dz. 2 70
Red Karo, No. 2 1/2 2 dz 2 70
Red Karo, No. 5, 1 dz. 2 65
Red Karo, No. 10, 1/2
doz. ... 2 55

Pure Cane
Fair ... 16
Good ... 20
Choice ... 25
Folger's Grape Punch
Quarts, doz. case ... 6 00
TABLE SAUCES
Halford, large ... 3 75
Halford, small ... 2 25
TEA
Uncolored Japan
Medium ... 20@25
Choice ... 28@35
Fancy ... 36@45
Basket-fired Med'm 28@30
Basket-fired, Choice 35@37
Basket-fired, Fancy 38@45
No. 1 Nibs ... 30@32
Siftings, bulk ... 9@10
Siftings, 1 lb. pkgs. 12@14
Gunpowder
Moyune, Medium ... 28@33
Moyune, Choice ... 35@40
Moyune, Fancy ... 50@60
Ping Suey, Medium 25@30
Ping Suey, Choice 35@40
Ping Suey, Fancy 45@50
Young Hyson
Choice ... 28@30
Fancy ... 45@55

Oolong
Formosa, Medium ... 25@28
Formosa, Choice ... 32@35
Formosa, Fancy ... 50@60
English Breakfast
Congou, Medium ... 25@30
Congou, Choice ... 30@35
Congou, Fancy ... 40@60
Congou, Ex. Fancy 60@80
Ceylon
Pekoe, Medium ... 28@30
Dr. Pekoe, Choice ... 30@35
Flowers O. P. Fancy 40@50

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Choice ... 28@35
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Dr. Pekoe, Choice ... 30@35
Flowers O. P. Fancy 40@50

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TOBACCO
Fine Cut
Blot ... 1 45
Bugle, 16 oz. ... 3 84
Bugle, 10c ... 11 00
Dan Patch, 8 and 16 oz. 32
Dan Patch, 4 oz. ... 11 52
Dan Patch, 2 oz. ... 5 76
Fast Mail, 16 oz. ... 7 80
Hiawatha, 16 oz. ... 60
Hiawatha, 5c ... 5 40
May Flower, 16 oz. ... 9 36
No Limit, 8 oz. ... 1 80
No Limit, 16 oz. ... 3 60
Ojibwa, 8 and 16 oz. 40
Ojibwa, 10c ... 11 10
Ojibwa, 5c ... 1 85
Petoskey Chief, 7 oz. 2 00
Petoskey Chief, 14 oz. 4 00
Peach and Honey, 5c 5 76
Red Bell, 16 oz. ... 3 96
Red Bell, 8 foil ... 1 98
Sterling, L & D 5c ... 5 76
Sweet Cuba, canister 9 16
Sweet Cuba, 5c ... 5 76
Sweet Cuba, 10c ... 9 50
Sweet Cuba, 1 lb. tin 4 50
Sweet Cuba, 1/2 lb. foil 2 25
Sweet Burley, 5c L&D 5 76
Sweet Burley, 8 oz. ... 2 45
Sweet Burley, 16 oz. 4 90
Sweet Mist, 1/2 gro. ... 5 70
Sweet Mist, 1/4 gro. ... 1 10
Telegram, 5c ... 5 76
Tiger, 5c ... 2 40
Tiger, 25c cans ... 6 00
Uncle Daniel, 1 lb. ... 60
Uncle Daniel, 1 oz. ... 5 22

Plug
Am. Navy, 16 oz. ... 32
Apple, 10 lb. butt ... 38
Drummond Nat. Leaf, 2
and 5 lb. ... 60
Drummond Nat. Leaf
per doz. ... 96
Battle Ax ... 30
Bracer, 6 and 12 lb. ... 32
Big Four, 6 and 16 lb. 32
Boot Jack, 2 lb. ... 30
Boot Jack, per doz. ... 36
Bullion, 16 oz. ... 46
Climax Golden Twins ... 44
Climax, 14 1/2 oz. ... 44
Climax, 7 oz. ... 47
Days' Work, 7 & 14 lb. 38
Creme de Menthe, lb. 62
Derby, 5 lb. boxes ... 28
5 Bros., 4 lb. ... 66
Four Roses, 10c ... 90
Gilt Edge, 2 lb. ... 50
Gold Rope, 6 & 12 lb. 58
Gold Rope, 4 & 8 lb. ... 58
G. O. P., 12 & 24 lb. ... 40
Granger Twist, 6 lb. ... 46
G. T. W., 10 lb. & 21 lb. 36
Horse Shoe, 6 & 12 lb. 43
Honey Dip Twist, 5&10 45
Jolly Tar, 5 & 8 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 35
Keystone Twist, 6 lb. 45
Kismet, 6 lb. ... 48
Maple Dip, 20 oz. ... 28
Merry Widow, 12 lb. ... 32
Nobby Spun Roll 6 & 3 58
Parrot, 12 lb. ... 32
Patterson's Nat. Leaf 93
Peachey, 6-12 & 24 lb. 41
Picnic Twist, 5 lb. ... 45
Piper Hedsick, 4 & 7 lb. 69
Piper Hedsick, per doz. 69
Polo, 3 doz. ... 48
Redcut, 1 1/2 oz. per doz. 48
Scrapple, 2 & 4 doz. ... 48
Sherry Cobbler, 8 oz. ... 32
Spear Head, 12 oz. ... 44
Spear Head, 14 1/2 oz. ... 47
Spear Head, 7 oz. ... 44
Sq. Deal, 7, 14 & 28 lb. 30
Star, 6, 12 & 24 lb. 43
Standard Navy, 7 1/2, 15
& 30 lb. ... 34
Ten Penny, 6 & 12 lb. 35
Town Talk, 14 oz. ... 31
Yankee Girl, 12 & 24 lb. 31

Scrap
All Red, 5c ... 5 76
Am. Union Scrap ... 5 40
Bag Pipe, 5c ... 5 88
Cutlas, 2 1/2 oz. ... 26
Globe Scrap, 2 oz. ... 30
Happy Thought, 2 oz. 30
Honey Comb Scrap, 5c 5 76
Honest Scrap, 5c ... 1 55
Mail Pouch, 4 doz. 5c 2 00
Old Songs, 5c ... 5 76
Old Times, 5c ... 5 76
Polar Bear, 5c, 1/2 gro. 5 60
Red Band, 5c 1/2 gro. 5 76
Red Man Scrap, 5c ... 1 42
Scrapple, 5c pkgs. ... 48
Sure Shot, 5c 1-6 gro. 5 76
Yankee Girl Scrap 2oz. 5 76
Pan Handle Scrp 1/2 gr. 5 76
Peachy Scrap, 5c ... 5 76
Union Workman, 2 1/2 6 00

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Am. Union Scrap ... 5 40
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Old Times, 5c ... 5 76
Polar Bear, 5c, 1/2 gro. 5 60
Red Band, 5c



SPECIAL PRICE CURRENT

12

13

14

15

16

17

Table with columns for product names and prices. Includes items like Smoking, Bull Durham, Brotherhoood, Duke's Mixture, etc.

Table with columns for product names and prices. Includes items like Pilot, Soldier Boy, Sweet Caporal, etc.

Table with columns for product names and prices. Includes items like Faucets, Mop Sticks, Pails, Toothpicks, Traps, etc.

Table for BAKING POWDER K. C. with various sizes and prices.

Table for CIGARS with various brands and prices.

Table for COFFEE with various brands and prices.

Table for SOAP CHIPS with various brands and prices.

Table for YEAST CAKE with various brands and prices.



White House, 1 lb. .... White House, 2 lb. .... Excelsior, Blend, 1 lb. ....



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



Acme, 30 bars ..... 4 00 Acme, 25 bars, 75 lbs. 4 00

Table for German Mottled, 25 b. 3 95 and other products.

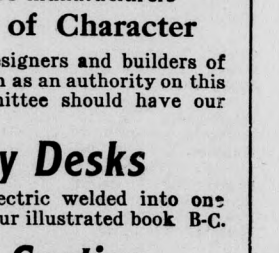
Table for Proctor & Gamble Co. products like Lenox, Ivory, Star.

Table for Swift & Company products like Swift's Pride, White Laundry.

Table for Tradesman Co.'s Brand products like Black Hawk, Good Cheer.

Table for Soap Compounds like Johnson's Fine, Rub-No-More.

Table for Washing Powders like Armour's, Babbitt's.



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

Advertisement for American Seating Company featuring Public Seating for all Purposes, Church Furniture of Character, American Steel Sanitary Desks, Motion Picture Theatre Seating, and Lodge Furniture.

Advertisement for CHARCOAL with details on car lots or local shipments.



# 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.

Wanted—Clothing Salesman—To open an office and solicit orders for Merchant Tailoring. Full sample equipment is free. Start now and get into business "on your own hook." We build to order the best clothes in America. If you have faith in your ability to do things, you are the fellow we are looking for! Full details will be supplied on request and I can call and talk it over if you are interested. E. L. Moon, General Agent, Columbus, Ohio. 707

CHATTEL MORTGAGE SALE—Coopersville, Michigan, Monday, Nov. 30, 2 p. m. The E. D. Wright & Son stock of general merchandise will be sold at public auction on the premises. Stock can be seen Friday and Saturday. F. J. Martin, Trustee. 710

For Sale—An up-to-date clean suburban grocery stock and fixtures. Invoice about \$1,200. In a growing factory town of 15,000 population in Northern Indiana. Stock new and up-to-date. Fixtures in first class condition. Store newly painted and decorated. Good reason for selling. Address C. M. H., care Tradesman. 709

Drug Store—Easy terms right party. Box 39, Mesilla Park, N. M. 703

For Sale—The only restaurant in Hartford, two story, well located. Modern excepting heat. Price, \$1,800. Alice Knapp, Hartford, Michigan. 704

If you want to buy, sell or exchange anything, anywhere, write me. E. C. Hayes, Gravette, Ark. 705

For Sale—Butchers or grocers computing scale. Have gone out of business. Will sell for less than half cost. Time if desired. A snap. Act quick. Address No. 706, care Michigan Tradesman. 706

Quitting Business—\$1,200 in men's and boys' clothing, to close at 65c on the dollar. R. J. Lyon, Brighton, Michigan. 708

For Sale—Grocery in Grand Rapids. Doing good business. Splendid opportunity. H. T. Stanton, 18 Market Ave. 711

To Exchange For Farm—Good, live Rexall drug store with several side lines, in town of 3,000. Poor health, reason for change. Want to get on farm. Address No. 702, care Michigan Tradesman. 702

For Sale—Restaurant and confectionery—good soda fountain, doing a fine business in live town of 1,500, paved streets, electric lights, waterworks. Will sell at a bargain. Box 54, Greenville, Ohio. 699

For Sale—Lumber yard, coal and feed business. Over thirty thousand dollars sales last year. Can double that. Write W. F. Nicolai, Hopkins, Michigan. 700

For Sale—Grocery stock in Southern Michigan; established trade. Doing \$22,000 per year. Invoice about \$2,200. Good reason for selling. Population 900. Best farming community in the State. Address No. 701, care Tradesman. 701

For Sale—One of the best drug stores of its size in the State. Doing \$25 a day, competition light; rent only \$18, expenses only 11 per cent. Rexall, National Cigar Stands, Hess stock food and live line all the way through. Good county seat town of 1,200. Will sell for \$3,500 or inventory. Address No. 692, care Tradesman. 692

For Sale—Grocery stock, invoicing about \$2,000, in live Southern Michigan town of 2,000. Cleanest stock in town. Good lease can be secured on building. Address No. 694, care Tradesman. 694

Stock of general merchandise, store building and fixtures. Meat market in connection; fine location; clean salable stock; great bargain, well established trade. Write quick. Box 147, Washington, Ind. 695

For Sale—Grocery stock, fixtures and building in Western Michigan fruit belt town. Established 35 years. Owner desires to retire. Address No. 696, care Tradesman. 696

To Rent—Store which has been occupied by a shoe stock for thirty-five years until death of owner. Rent only \$25 per month. Jeweler will rent one-third of store. Located in county seat town of 2,000 population where there is no exclusive shoe store in the town. Opportunity of a lifetime for a practical shoe dealer. Address Nate A. Balch, La Grange, Ind. 697

For Sale—160 acres. Good eight room house, small barn. One-half mile from railroad. Joins two beautiful lakes. Ideal location for resort. Price right. Easy payments. J. H. Mowers, Fennville, Michigan. 698

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 2½ 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

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

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 204

Good opportunity for hustling young man. A store building in growing village, twenty-four miles from Grand Rapids, on the Grand Rapids and Indiana and Kalamazoo Interurban. Building, 24 x 50. Would be a good location for hardware, meat market, or barber shop. The owner will model building to suit the renter, with living rooms, if desired. Address No. 672, care Michigan Tradesman. 672

Drug Store For Sale—A big bargain for quick sale. No. 675, care Tradesman. 675

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, Belding, Michigan. Good opportunity. George E. Wagner, Agent, Belding, Mich. 658

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

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

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. Kruisenga, 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

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

For Sale—Grocery and meat market fixtures, ice boxes, Toledo meat scale, Toledo grocery scale, fine refrigerators, counters, show cases, coffee grinder, meat blocks, dried beef slicer, lard press, lard kettle, smoke house, sausage stuffer; located in brick building. Good chance to open up good business. Will lump whole thing cheap or sell any part. D. E. Stock, Bronson, Michigan. 691

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

Drug Store For Sale—Invoice \$3,000. Will take part cash, balance time. Rent \$15. Lease to suit. Average daily sales for 1913, \$12. Good reason for selling. F. J. Lyons, Grand Junction, Michigan. 540

## SITUATIONS WANTED.

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

## ENGRAVING & WOOD

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GRAND RAPIDS, MICHIGAN.

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## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 9—Henry J. Boone, of Holland, 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. 23, at which time creditors may appear, elect a trustee and transact such other business as may properly come before this meeting. The schedules on file at this office show assets of about \$800 and liabilities of \$4,433.06. The following are listed as creditors:

Preferred.	
City of Holland	\$ 10.85
May Klomparren, Holland	3.00
John Ball, Holland	5.00
Secured.	
W. T. Raleigh Medical Co., Freeport, Ill.	\$353.17
Detroit Automatic Scale Co., Detroit	33.50
Metropolitan Life Ins. Co., N. Y.	81.04
Unsecured.	
Durand & Kasper, Chicago	220.12
Swift & Co., Chicago	77.08
S. Steindler, Muskegon	15.20
Kinney & Swan Co., Cleveland	76.20
G. H. Bowman Co., Cleveland	52.59
L. Leonard & Son, Grand Rapids	114.52
Franklin MacVeagh & Co., Chicago	14.40
Holland Vulc. Co., Holland	16.30
C. W. Mills Paper Co., Grd Rpd	35.32
Standard Grocer Co., Holland	120.00
Fred Jackson, Holland	65.00
National Grocer Co., Grand Rapids	217.30
Judson Grocer Co., Grand Rapids	238.17
Butler Bros., Chicago	38.32
John Duir, Holland	38.37
Sawyer Biscuit Co., Chicago	26.70
Scott-Lugers Lbr. Co., Holland	8.15
James Boone, Holland	500.00
Holland Printing Co.	4.29
John Vandersluis, Holland	2,058.00
John Vandersluis, Holland	41.00

Nov. 17—In the matter of the Bailey Electric Co., bankrupt, the trustee has filed a petition asking for authority to institute suit against certain of the stockholders for alleged unpaid stock subscriptions and order to show cause has been issued returnable at the office of the referee on Nov. 27, why the prayer of the petition should not be granted. The trustee has also filed a report showing that he has on hand about \$750 in cash and that all the tangible assets, except the suit against stockholders, has been converted into cash. The estate will pay a small dividend.

In the matter of the Dearborn Corporation, bankrupt, Holland, the trustee has filed his final report and account and the final meeting of creditors has been called for Nov. 30. The final account shows: Total receipts from sale of assets, accounts receivable, and settlement of proposed suits against stockholders for unpaid stock subscriptions, \$4,399.91; disbursements as follows: preferred claim, \$80; administration expenses, \$107.60; trustee's commissions, \$124.31; total, \$317.41; balance on hand, \$4,082.50. The trustee has filed a petition for extra compensation as trustee and several attorney bills have been filed. It is estimated that the estate will pay a dividend of about 15 per cent.

In the matter of W. C. Beelby Barber Supply Co., and W. C. Beelby and Ethel E. Beelby, intervenors, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, showing total receipts of \$477.38; disbursements for administration expenses, \$20, and balance on hand of \$457.38, was considered and allowed except as to its division between the several bankrupt estates: The final meeting of creditors was then held open, pending a decision as to the division of the estates. The question has arisen as to the validity of the partnership, the members being husband and wife and the question has not yet been decided by the referee, except that the partnership did not exist under the Michigan law.

Nov. 18—In the matter of William A. McFarland, bankrupt, Ionia, formerly operating the Dexter Hotel, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report which was approved, and the receiver discharged. By vote of creditors John Nichol, of Ionia, was elected trustee and bond fixed at the sum of \$2,000. Charles H. Bradley, S. C. L. Brown and Fred L. Workman, all of Ionia, were appointed appraisers. It is not expected that the estate will pay a very large dividend, as the assets are chiefly covered by mortgage and other security.

In the matter of James M. Hanigan, grocer, Ionia, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report and was discharged. By vote of creditors, R. A. Colwell, of Ionia, was elected trustee and bond fixed at \$2,000. Fred D. Vos, Herbert Robb and G. M. Phelps were appointed appraisers. The inventory is expected to be about \$1,500.

In the matter of White Lake Transportation Co., Whitehall, the final order of distribution was entered this date. The assets were very small and a first and

final dividend of 4% per cent. was declared. The bankrupt formerly operated a small boat line between Muskegon and Whitehall.

Frank Hines, Grand Rapids, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter is pending. The schedules on file reveal no assets not claimed as exempt and the liabilities are listed at \$503.10. The following are listed as creditors:

Dr. G. A. Easton, Grand Rapids	\$112.00
St. Mary's Hospital, Grand Rapids	50.00
T. M. Clark, Grand Rapids	39.00
F. A. France, Grand Rapids	25.00
J. F. Carter, Grand Rapids	65.00
A. Boss, Grand Rapids	12.35
D. Stonehouse, Grand Rapids	10.80
C. G. Chapin, Grand Rapids	6.00
Houseman & Jones, Grand Rapids	3.00
Dr. C. F. Wolford, Grand Rapids	5.00
Dr. P. J. DePree, Grand Rapids	5.00
I. Goldman, Grand Rapids	3.00
Dr. Smith, Huron, So. Dakota	27.00
A. J. Holbrook, Huron, So. Dakota	15.00
T. J. Curry, Huron, So. Dakota	12.50
Burlington Watch Co., Chicago	11.00
T. Andel Co., Maiden Lane, N. Y.	21.00
P. D. Benedict Drug Co., Grd Rpd	3.70
Menter Clothing Co., Grand Rapids	11.00
Oil Portrait Co., Chicago	4.00
New System Dentist, Grand Rapids	6.50
R. C. McAllister, Grand Rapids	27.00
Hales Grocery Store, Grand Rapids	9.00
Mich. State Tel. Co., Grand Rapids	4.00
Henry Abair, Grand Rapids	5.25

The Grand Rapids Auto Co., Grand Rapids, a corporation, has this day filed its petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks, who has been appointed receiver pending the first meeting and election of a trustee. George S. Norcross is now in charge as custodian for the receiver. The first meeting of creditors has been called for Dec. 1, at which time creditors may appear, elect a trustee and transact such other business as may properly come before the meeting. The schedules on file at this office reveal assets of \$2,805.61 and liabilities are listed at \$3,659.50. The following Grand Rapids people are listed as creditors:

C. M. Lindhart, (questionable)	\$300.00
John Cullern, Sr., (questionable)	300.00
F. B. Keefer	57.00
Commercial Savings Bank	1,650.00
Steketee & Sons	.60
Auto Tire Shop	11.70
T. Tisch	6.38
Goodyear Co.	163.57
Peck Auto Sales Co.	80.87
G. R. Oil Co.	317.92
Michigan Tire Co.	46.03
Truman Smith Co.	28.80
B. F. Goodrich Co.	15.00
John Cullen	33.33
W. A. Patterson Co., Flint	7.98
Lewis Electric Co.	4.84
Becker Auto Co.	1.20
Michigan State Tele. Co.	9.40
H. E. Barclay	20.00
Grand Rapids Vulc. Co.	25.70
Grand Rapids Herald	15.00
J. M. Hayden	2.82
Michigan Plating Co.	1.50
Allen & Dorthy	13.75
Heystek & Canfield	4.40
G. R.-Muskegon Power Co.	59.19
Smith & Boyland	25.33
Auto Equipment Co.	21.75
Covell-Hensen Printing Co.	28.75

Nov. 19—In the matter of William T. Eyles, Grand Rapids, formerly doing a jewelry business, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report which was approved, and the receiver discharged. By vote of creditors Charles H. Lillie, of Grand Rapids, was elected trustee and bond fixed at the sum of \$1,500. The following appointed appraisers: Fred Wurzburg, Ray Taft and Fred Zwald, all of Grand Rapids. The inventory is expected within a short time and it is hoped that a sale of the assets can be made at once in time for the Christmas shopping. The assets are in good condition and consist of an entire line of sterling silver. The estate should pay a substantial dividend.

Nov. 20—In the matter of E. C. B. Judd Inc., bankrupt, Muskegon, the final meeting of creditors was held this date. The final report and account of the trustee, showing total assets as shown by first report, \$6,339.95; disbursements for administration expenses, first dividend of \$3,460.95 and a balance on hand of \$3,869.50 was considered and approved, including interest item added at final meeting of \$109.40. The final meeting was held open for decision on certain claims and it is expected the final order will be entered within the next few days. The estate will pay a final dividend of about 10 per cent. This estate has previously paid one dividend of 8 per cent.

The Central Foundry of Muskegon has this day filed its voluntary petition in bankruptcy and adjudication has been made. Edward Meier, of Muskegon, is in charge as active receiver and is conducting the business of the bankrupt as a going business. The first meeting of creditors has been called for Dec. 4, at which time creditors may appear, elect a trustee prove claims and transact such other and further business as may properly come before the meeting. The sched-

ules on file at this office show assets listed at \$6,000 and the liabilities are shown at \$14,760.40. The following are listed as creditors:

Preferred.	
Eighteen labor claims	\$336.40
Unsecured.	
S. P. Bacon Co., Cincinnati	\$9,877.15
R. J. Rush, Muskegon	208.40
W. J. Brinen Lbr. Co., Muskegon	173.40
J. F. Boyd, Muskegon	3.20
Blacks Produce Co., Chicago	11.20
John T. Cooper, Muskegon	3.25
City of Muskegon	4.40
G. C. Chaddock, Muskegon	33.00
Burns R. Eastman, Muskegon	1.50
Garden City Sand Co., Chicago	48.10
G. R.-Muskegon Power Co.	88.54
W. S. Green, Muskegon	2.50
A. Hanna Co., Cleveland	644.64
F. E. Hathaway, Muskegon	25.00
High Mfg. Co., Cleveland	30.00
F. Hebing Co., Bay City	43.50
Independent Electrical Co., Muskegon	44.64
Kerlikowski Bros., St. Joseph	42.00
G. L. LeFevre, Muskegon	3.00
E. J. Woodson Co., Detroit	33.34
Western Union Tele. Co.	1.10
West Mich. Steel Foundry, Muskegon	15.30
Langland Mfg. Co., Muskegon	13.18
Muskegon Rag & Metal Co.	68.84
Magoon & Kimball Co., Muskegon	227.05
Millers Produce Co., Chicago	74.90
Lulu Morrison, Muskegon	250.00
Estate of Amzo Morrison, Muskegon	700.00
Chas. Mitchell, Muskegon Hgts.	25.00
S. Obermeyer, Chicago	54.94
R. G. Olson, Muskegon	3.00
Pyle Pattern & Mfg. Co., Muskegon Heights	2.83
H. Rubinsky, Muskegon	662.98
Shaw Electric Crane Works, Muskegon	19.05
Sterling Wheelbarrow Co.	18.00
Otella Meier, Muskegon	200.00
Cannon, Wyant & Campbell, Muskegon	2.50
Standard Oil Co., Muskegon	21.45
Alfred Simpson, Muskegon	46.52
United Home Tele. Co., Muskegon	14.45
U. S. Graphite Co., Saginaw	19.46
Washburn-Crosby Co., Grd. Rapids	40.00
Buckeye Products Co., Cincinnati	44.02
Muskegon Transfer Co.	16.55

In the matter of the Lyons Machine & Manufacturing Co., Muskegon, the adjourned special meeting of creditors was held this date. The bankrupt's offer of composition of 33 1/2 per cent. was further considered and it appearing that the majority, both in number and amount of creditors whose claims have been proved and allowed, have accepted the offer of composition, it was determined to certify the same to the court for proceedings on composition. The matter will be certified within the next few days and it is expected will be confirmed.

Nov. 23—In the matter of the Shelby Home Furnishers, bankrupt, the first meeting of creditors was held this date. Claims were allowed. By vote of creditors H. Dale Souter, of Grand Rapids, was elected trustee and bond fixed at \$1,000. The inventory and appraisal will be taken at once and an early sale of the assets is to be expected.

In the matter of John A. Innis, the referee has filed his findings on the claim of the individual creditor, Mrs. Bessie R. Innes, determining that she is entitled to participate with the trade creditors in the distribution of the assets. In so far as her claim is for money supplied to purchase the insolvent business of the former partner, Mr. Heft.

## St. Joseph Referee.

St. Joseph, Nov. 16—In the matter of D. W. Blanc, bankrupt, Kalamazoo, the inventory and report of appraisers was filed showing total assets of \$686.86. The trustee received an offer from A. F. Maxam, of Kalamazoo, of \$350 for the entire assets and sold the same to Mr. Maxam, subject to the approval of the referee.

In the matter of M. Henry Lane, bankrupt, Kalamazoo, the schedules of the bankrupt were filed showing the following liabilities and assets:

City of Kalamazoo, taxes	\$894.47
City of Benton Harbor, taxes	210.00
City of St. Joseph, taxes	320.00
W. D. Skinner, Flint	158.02
State of Mississippi	8.00
Muskegon Savings Bank	5,000.00
Kalamazoo City Savings Bank	172,848.15
Kalamazoo National Bank	34,988.26
Home Savings Bank, Kalamazoo	27,537.27
Cont. & Com. Nat'l Bk., Chicago	63,419.99
Citizens Central Nat'l Bk., N. Y.	55,765.83
Nat'l Park Bank, New York	100,000.00
Old Nat'l Bank, Battle Creek	20,403.13
Nat'l Bank, Ellsworth, Pa.	4,500.00
Central Nat'l Bk., Battle Creek	23,253.15
Northeast Bank, Chicago	2,500.00
W. T. Rickards Co., Chicago	47,500.00
E. F. Gerber, Pittsburg	192,500.00
First Nat'l Bank, Scotia, Cal.	2,500.00
Lewis Springs & Axle Co., Jackson	51,169.58
Bond & Goodwin, N. Y.	42,000.00
Bardeen Paper Co., Otsego	800.00
Assets.	\$856,685.22

Real estate	\$ 42,400.00
Stock in Michigan Buggy Co.	187,650.00
Policies of Insurance	10,000.00

Household goods	650.00
	\$240,700.00

Nov. 18—In the matter of William Danenberg, bankrupt, Allegan, the trustee filed his first report and account, showing cash on hand of \$900, with property of the estimated value of \$100, with request that a 5 per cent. dividend be declared.

In the matter of Frederick W. Hinrichs, the trustee filed report showing sale of the remaining assets of the estate, consisting of accounts receivable and certain real estate, for \$350 for the real estate and \$40 for the accounts receivable, and requested the sale be confirmed. Unless cause to the contrary is shown, the same will be confirmed by the referee in five days.

Nov. 19—In the matter of Fred D. Lane and Edward Nolan, copartners doing business as the Benton Harbor Cigar Co., the first meeting of creditors was held and Ara Weldon, of Benton Harbor, was appointed trustee. The bankrupts filed claim for all the assets, claiming the same as their specific property exemptions. After the examination of the bankrupts, the meeting was adjourned for five days.

In the matter of Willis Meredith, bankrupt, Kalamazoo, the trustee filed his final report and vouchers for the purpose of closing the estate.

In the matter of Nemer A. Etoll, bankrupt, Allegan, the trustee filed a report showing distribution of the entire assets and requested that the estate be closed.

Nov. 20—In the matter of Horatio W. Patterson and J. Earl Patterson, copartners as H. W. Patterson & Son, and as individuals, the referee made an order confirming the sale of the assets to William Maxwell for \$85.

In the matter of Thomas Ford Hitchcock, bankrupt, Three Rivers, an order was made for the first meeting of creditors to be held at the referee's office Dec. 2, for the purpose of proving claims, the election of a trustee and the examination of the bankrupt.

Nov. 21—Peter Hrones, Tony Hrones and the Royal Candy Co., Kalamazoo, filed a voluntary petition, and in the absence of the District Judge, the matter was referred to Referee Banyon, who entered the order of adjudication. The schedules filed with the petition disclose the following liabilities and assets:

Unsecured claims.	
Commonwealth Power Co., Kalamazoo	\$ 28.80
Davidson Bros., Des Moines	150.00
A. D. Seidel & Sons, Chicago	175.00
Cincinnati Extract Co., Cincinnati	13.25
City Bottling Works, Kalamazoo	9.00
Frank Spalla, Kalamazoo	20.00
Celery City Creamery Co., Kalamazoo	10.00
Crystal Candy Co., Kalamazoo	10.00
Hanselman Candy Co., Kalamazoo	9.35
Star Paper Co., Kalamazoo	15.00
Harry J. Lewis, Kalamazoo	3.25
A. W. Walsh, Kalamazoo	18.00
Mike Ruben, Chicago	13.00
John Prokos, Chicago	8.50
A. L. Pratt, Kalamazoo	25.00
Herbert S. Levey, Kalamazoo	12.00
J. B. Webber, South Bend	6.00
John Sideratos, Kalamazoo	70.00
Mike Lianos, Owosso	40.00
Superior Ice Co., Kalamazoo	16.26
John Floodas, Kalamazoo	1,258.00

Assets claimed as exemptions, total value \$175.

In the matter of D. W. Blanc, bankrupt, an adjourned first creditors meeting was held at the referee's office and claims allowed and the trustee's report received and approved. Adjourned for two weeks.

Salt Fish—Mackerel is in a very unsettled condition and there is news that the Norway combination is on the verge of dissolution, due to its failure to get the prices for the fishermen which it had promised. There is plenty of mackerel in sight and it is selling at fair average prices, which show no change for the week. Cod, hake and haddock are unchanged and steady to firm, but quiet.

Cheese—The market is steady and unchanged. The demand is only fair and stocks are fully up to a year ago. No important change seems in sight within the next few days.

## BUSINESS CHANCES.

For Sale—A well located stock of general merchandise in town 1,500. Doing good business. About \$5,000 invested. No agencies. Address No. 712, care Tradesman. 712

South Lima, with a population of 15,000, all boosters, no knockers, needs an up-to-date dry goods store also a first-class furniture store. For particulars write Joe Askins, Director of Public Service, Lima, Ohio. 713



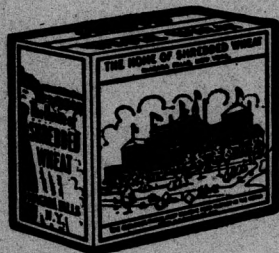
# You Are Invited



We don't expect every grocer to talk our product, but if you have ever seen us make

# Shredded Wheat

your enthusiasm will lead you to speak a good word for it upon every favorable occasion. You simply can't avoid talking about it. "The Home of Shredded Wheat" is visited every year by over one hundred thousand persons from all parts of the globe. This helps make business for you. Are you getting your share? We would like to have every grocer in the United States visit this beautiful plant.



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.



She Wants the Carton with the head of

# Franklin

on it

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

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

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

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

THE FRANKLIN SUGAR REFINING CO.  
PHILADELPHIA

GRAND TRAVERSE BRAND



RUSSET DRINKING CIDER

A STERILIZED CANNED  
RUSSET DRINKING CIDER  
MADE FROM RUSSET SWEET  
AND ROSE APPLES.  
FREE FROM DECAY, THOROUGHLY  
CLARIFIED, AN UNFERMENTED PURE  
FRUIT PRODUCT ESPECIALLY PREPARED  
FOR DRINKING PURPOSES.  
CAN BE USED FOR SINGLE MEALS,  
TEA AND PARTIES, ETC.

ABSOLUTELY PURE  
FREE FROM  
PRESERVATIVES.

WEIGHT OF  
CONTENTS  
1 1/2 POUNDS  
12 OUNCES

GRAND TRAVERSE BRAND



MIKESSELL & COMPANY  
TRAVERSE CITY, MICHIGAN.

REGISTERED BY  
MIKESSELL & COMPANY  
UNDER THE FOOD  
AND DRUG ACT  
JUNE 20, 1906.  
SERIAL NO. 1008

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

GRAND TRAVERSE BRAND OF

## Grape and Russet Drinking Cider

IN TIN CANS

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

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

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

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

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

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

Our ciders can be secured through wholesalers in  
Grand Rapids, Detroit, Saginaw, Flint, Bay City, Muskegon, Cadillac, Sault Ste. Marie and Traverse City.



# The Toy Famine Is Broken!

In the last three weeks our houses have received several thousand cases of imported Toys, Dolls and other Holiday Goods which left Europe after the war started. Other lots are arriving daily.

These reinforcements have enabled us to restore many Holiday items dropped from our November catalogue, and to make our line strong in the very goods in which the market shortage has been most acute.

The pages of our December catalogue, now in the mails, show how complete our Holiday selection is in practically every department of both imported and domestic Holiday Goods.

No customer of Butler Brothers need contract his Holiday profits through inability to get a proper selection and an ample supply.

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## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS