

THE TIME TO STRIKE

My God, I am weary of waiting for the year of jubilee;
I know that the cycle of man is a moment only to Thee;
They have held me back with preaching what the patience of God is like,
But the world is weary of waiting; will it never be time to strike?

When my hot heart rose in rebellion at the wrongs my fellows bore,
It was "Wait until prudent saving has gathered you up a store;"
And "Wait till a higher station brings value in men's eyes;"
And "Wait till the gray-streaked hair shall argue your counsel wise."

The hearts that kindled with mine are caught in the selfsame net;
One waits to master the law, though his heartstrings vibrate yet;
And one is heaping up learning and many are heaping up gold,
And some are fierce in the forum, while slowly we all wax old.

The rights of man are a byword; the bones are not yet dust
Of those who broke the shackles and the shackles are not yet rust
Till the masters are forging new ones, and coward lips are sealed
While the code that cost a million lives is step by step repealed.

The wily world-enchantress is working her cursed charm,
The spell of the hypnotizer is laming us head and arm;
The wrong dissolves in a cloudbank of "whether" and "if" and "still,"
And the subtleties of logic inhibit the sickly will.

The bitter lesson of patience I have practiced, lo! these years;
Can it be, what has passed for prudence was prompted by my fears?
Can I doubt henceforth in my choosing, if such a choice I must have,
Between being wise and craven or being foolish and brave.

Whenever the weak and weary are ridden down by the strong,
Whenever the voice of honor is drowned by the howling throng,
Whenever the right pleads clearly while the lords of life are dumb,
The times of forbearance are over and the time to strike is come.

William Herbert Carruth.

FLOUR

is the cheapest food product on the market



OUR WELL KNOWN BRANDS

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

Call up our Flour Department for some attractive prices.

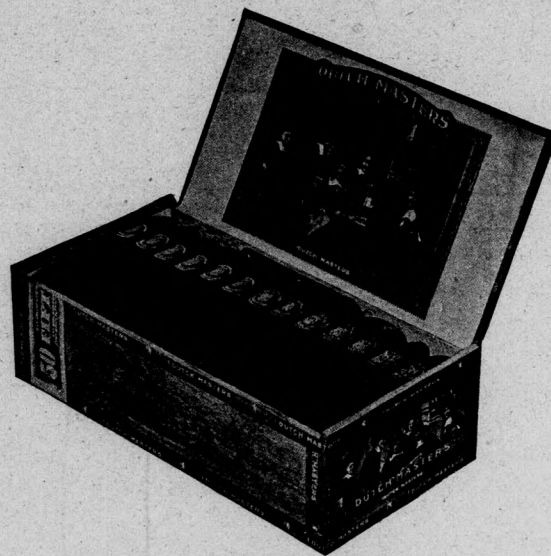
Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN

DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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

Good Yeast
Good Bread
Good Health

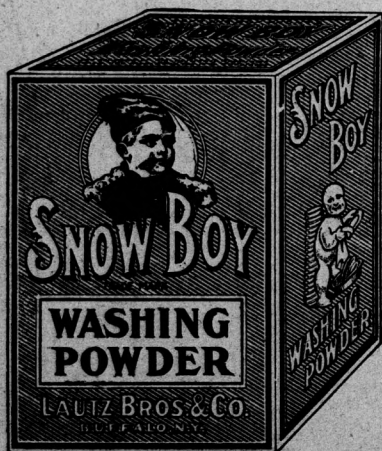
Sell Your Customers

FLEISCHMANN'S YEAST

TALK

CITIZENS TELEPHONE COMPANY'S
COPPER METALLIC
LONG DISTANCE CIRCUITS
REACH THE PEOPLE

200,000 in Michigan
85,000 in Detroit



SNOW BOY FREE!

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

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

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

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

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

Yours very truly,

Lautz Bros. & Co.

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



MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 9, 1914

Number 1629

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AN INFAMOUS TAX.

The new deficiency taxes have been in force only a few days and they are accompanied by numerous complications and vexations which to say the least are annoying. It is urged that some of them are unfair, others unnecessary, and of course those who set out determined to find fault with anything or anybody are always able to do it. It is only natural that there should be considerable of it under the circumstances. There is an accompanying consolation in the thought that even if it is an imposition it is only temporary, to tide over an emergency created by amateur legislators who, in reversing the governmental policy of nearly sixty years, fearfully miscalculated. As soon as Congress does the fair thing, the infamous law will be repealed and there will be a return to former conditions. Moreover, and notwithstanding, the special tax is a law and as such it is the duty of every good citizen to obey it as cheerfully as possible. It may be attended by inconveniences and annoyances and undoubtedly it is, but therein lies no good reason why it should be evaded or avoided in any way. The only correct attitude is to accept it, and if it can not be done gracefully, then let it be done as gracefully as possible. The duly elected representatives of the people passed the statute and it is just as much entitled to honest observance as any other that is on the books.

BREAK THE SWORD.

The sword ought never again to be sheathed. It ought to be broken. This war that threatens the world, destroying the treasures of civilization and turning back humanity to savagery, famine and death, ought to be the world's last war. In order that it may be the last, its weapons ought to be put out of the reach of any nation. The spoils of this war ought to be not new territory for the victors, and not the destruction of the vanquished, but disarmament for vanquished and victors alike.

All national armaments must be destroyed. All great armies must be dissolved. All great navies must be dispersed. The nations, before their

wounds have time to close, must come together, recognizing their community interests and for the defence and development of their community rights. In that new community of nations no one nation can be allowed to carry a gun and a knife. Each nation must keep the peace and give protection within its own borders, but in the community of nations there must be international comity. There must be international public opinion, international jurisprudence, international courts, international judgments executed by an international authority obedient to the sanctions of international justice. Nations shall not lift up sword against nation. That sword of national hate or national vengeance must be broken, broken for all, broken forever.

The Plumb Failure.

Arthur J. Plumb, the Fulton street grocer, has uttered a trust mortgage naming Henry P. Stanton as trustee. The mortgage covers everything Mr. Plumb has in the way of property, both personal and real estate, together with his exemptions. The real estate consists of a dwelling house and five lots at North Park, together with a store on a lot and a half at the same place. The assets are as follows:

Equity in real estate	\$3,000.00
Stock of merchandise	2,324.11
Accounts receivable	1,998.46
Fixtures at Fulton street store	2,483.00
Fixtures at Division avenue store	1,439.50
Total	\$11,245.07
The liabilities are approximately \$9,300.	

Western states have been in the habit of sending exhibits in the shape of specimens of farm products back East to show what the West was doing and inviting Easterners to come out and settle where there was plenty of room. But the tables are to be turned by sending a special demonstration train West to show what the Empire State has done and can do in the way of farming. The young man may be invited to "Come East" instead of being told to follow Horace Greeley's advice to "Go West."

Donald Daykin has been given charge of the men's furnishings department of the L. H. Field store, in Jackson, and the increased responsibility is accompanied by a nice increase in salary. Mr. Daykin is a son of Glen Daykin, of Jonesville, formerly a prominent grocery merchant.

Traverse City—Frank D. Pier has taken over the interest of his partner, Charles Baldwin, in the Pier & Baldwin apple evaporator plant and will continue the business under his own name.

Detroit Fruit Men Organize New Auction.

Detroit, Dec. 8—Approximately 75 per cent. of the prominent commission merchants of Detroit recently met in the law offices of Mills, Griffin, Seeley & Streeter, and completed arrangements for the formation of a new fruit auction to be known as the Detroit Fruit Auction, Inc.

Every share of stock was subscribed for by the hundred or more commission men present. The new company is incorporated under the laws of the State of Michigan for 3,500 shares at \$10 each. The officers and board of directors elected were: President, Frank M. Baldwin; First Vice-President, Edwin E. Koch; Second Vice-President, Charles Brown; Secretary, James N. Purse; Treasurer, Fred Nagel; directors, Frank M. Baldwin, Edwin E. Koch, Charles Brown, James N. Purse, Fred Nagel, Raphael Marchi, Louis Shamie. The original organizers of the auction are Frank M. Baldwin, of F. M. Baldwin & Co.; Fred Nagel, of Fred Nagel & Son, and Edwin E. Koch, of Ward L. Andrus & Co.

"Our hope in the organization," said Mr. Koch, "is to make every commission merchant of any account an interested stockholder, and the fact that they are coming in is an indication of success from the start. Detroit merchants have seen the need of such a company as this for years. The character of the officers and board of directors is an indication that we have succeeded in accomplishing what we set out to do. Plans have been put into operation for a modern building and the auction rooms will be ready for occupancy very shortly."

Commissioner Helme Addresses Hillsdale Grocers.

Hillsdale, Dec. 8—The retail grocers of the city enjoyed an excellent banquet at the Smith Hotel last Wednesday evening. An address by James M. Helme, State Dairy and Food Commissioner, followed, in which Mr. Helme urged upon the grocers the benefits of organizations, the same, he said, as he had always urged farmers to organize. Mr. Helme talked chiefly on the pure food laws and the regulation of weights and measures. He showed that the enforcement of the law is a benefit to the honest grocer, protecting him against unfair and unscrupulous competition. He also explained the policy of the Department, which, he said, is always to warn a violator before prosecuting him. A number of questions were asked Mr. Helme by the grocers present at the conclusion of his talk and were replied to with general satisfaction.

Proceed Against Transient Traders.

Bay City, Dec. 8—That Bay City and numerous other cities in the State are losing not only a revenue to which they are entitled but also money which ordinarily would be left in the business channels of these cities, is indicated by a letter to the Board of Commerce from the Lansing Chamber of Commerce.

The letter refers to a dealer in furs, coats, who has been doing business in Detroit, Saginaw, Flint, Lansing and Muskegon as well as in Bay City, selling his goods under a license costing from \$1 to \$3 per day, according to the ordinances of the various cities,

when he should have paid the transient traders' license at a cost of \$20 to \$30.

The plan, which is followed by these dealers, is to rent a room at a leading hotel and then to solicit customers to come to his room, where they may be shown his goods. It is said that in Bay City one man in a week sold several hundred dollars worth of coats at prices as high as local dealers charge for the same class of goods. His case is only one of many similar instances and is a sample of the sort of people who were aimed at by Alderman Wilkin when he recently introduced a resolution in the Council asking the ordinance committee to prepare an ordinance which would compel these people to pay a license as transient traders. The State law covering this point is quite broad and refers especially to dealers who make use of hotel rooms as places of business as well as the "fly-by-night" people who rent a store and remain for a few days or weeks.

Owosso—H. Adrian L. Ferguson, the Owosso druggist, who Nov. 10 was sent to the Detroit House of Correction for four months for violating the local option law, is a bankrupt, according to an involuntary petition filed by three of his creditors. They allege that he assigned his stock to his sister, Adella Ferguson, Nov. 10, and that since that date his store has been closed. Louis C. Hall, of Owosso, one of the petitioners, was appointed temporary receiver of the stock and authorized to open the store and continue the business.

The semi-annual meeting of the Michigan Wholesale Grocers' Association will be held at Detroit Thursday. Grand Rapids will be represented by William Judson, William Frederick Blake, H. T. Stanton and Arthur Gregory (Judson Grocer Co.), Guy W. Rouse and R. J. Prendergast (Worden Grocer Co.), Ed. Kruisinga (National Grocer Co.) and Edward Dooge (Rademaker-Dooge Grocer Co.).

Harry P. Winchester, Secretary of the Worden Grocer Co. met with a severe accident while driving his automobile on Lyon street last Thursday evening. He was picked up unconscious and removed to Butterworth hospital, where his recovery has been almost miraculous. He confidently expects to be at his desk before the end of the week.

Kalamazoo—Burglars entered the Frank L. McCall grocery store, at 127 Portage street Dec. 6 and carried away considerable stock and about \$5 in cash.

Ypsilanti—Fire destroyed the Washtenaw-Huron Milling Co. plant Dec. 3, causing a loss of about \$20,000.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 7.—W. Paterson, one of Pontiac's leading citizens, was a business visitor here this week in company with his brother-in-law, Wm. Johnson, one of our prosperous lumbermen operating near Strongs. Mr. Paterson states that he is very favorably impressed with the Soo and also gives a good report from his home, Pontiac, which he states is in a very prosperous condition. We were pleased to have an interview with Mr. Paterson, as he is a charter member of the Booster Club, being a cheerful optimist.

Neimo Roberg, for the past season commercial traveler in the copper country, is spending his vacation in the city with his parents, Mr. and Mrs. J. A. Roberg. Neimo's duties kept him away from here during the summer and he reports that the only news he received from home all during his travels in the copper country was through the Tradesman, which he found to be the most interesting paper he met with on his travels—and it was to be seen in every store he visited in his territory. He expects to go back on the road after the holidays for another long stay.

We note from the Goldstein Chirpings of last week that he is getting to be a man of few words. His items seem to be more for quality than they do for quantity.

Chief of Police Mitchell has lost his vocation, as he should have been President of the Humane Society or director of the Orphan's Home, as his kind heartedness got the best of him while in the woods hunting deer. He did not seem to realize his short comings until he met a nice herd of deer passing by him, which looked so good and harmless to the Chief that he did not have the heart to take a shot at them, but looked for his companions to show them what a nice sight it was to see the beautiful fawns gliding so gracefully through the woods. He went back to camp and got a bag of salt to feed the deer should he have another opportunity.

Our esteemed citizen, Rev. T. R. Easterday, one of the most popular clergymen in Cloverland celebrated his semi-centennial anniversary last week. Fifty years ago 100 or more crude shacks were scattered around the center of the town, which was then on Water street. There were about 450 people here at that time, and what is now the south end of Ashmun street was then only a trail of white, marked by the rows of green spruce and fir trees on either side. Sixteen inches of snow covered the ground. Mr. Easterday related the story of his trip up the lakes from Detroit on the propeller Concord, which was commanded by Captain O'Hallaran with Allan McIntyre as second mate. From Detroit to DeTour the trip was a fine one, but from DeTour to the Soo the trip took four days. Mud Lake was partially frozen over and the progress was exceedingly difficult. At that time there was only one well in the city from which to get water, this being under Bacon's drug store. Nearly everybody carried water from there and it was mighty fine water, too. Mr. Easterday, has grown up with the Soo and can describe much of the interesting history made here during the last half century.

There are still twelve victims of the Hines Lumber Co.'s three boats—the steamer Curtis and two barges, the Peterson and the Marvin—unaccounted for. It is stated that if the Marvin perished some distance out in the lake, as is generally supposed she did, it is likely that none of the seven bodies on this boat will be recovered. The last body recovered was that of the sixteenth victim, which was identified as Captain J. V. Walker, of the

tow barge Peterson. It was through a tattoo mark on the body that identity was discovered, as on Captain Walker's arm was the imprint of his initials and the name of his home, Grand Haven. The Captain was well known in the city, especially in marine circles, and the accident has cast a gloom over the entire community.

W. J. Bell, Cloverland's leading photographer and sportsman, is now counted as one of the wealthiest men in this community, as he has not as yet felt the hard times reported elsewhere, and he has decided to invest some of his surplus by purchasing one of the best farms in Cloverland, consisting of 108 acres, ninety of which are under cultivation. The remainder Mr. Bell is figuring on keeping as a game reserve for the entertainment of his friends next season.

We are pleased to welcome back to our city Mr. and Mrs. Lawrence Meuhling, who have completed a successful season with the Redpath Lyceum Bureau and expect to remain in the city until after the holidays. They have toured the Southern and Eastern cities and also many in the West during the season and report a very successful season. Mr. Meuhling is hale and hearty and so full of activity that he had to get right into the gymnasium again at the Y. M. C. A., where he can be found the biggest part of the time. He is making a few records in specialty stunts which are surprising his many friends, who were not aware of the fact that he was an athlete of such rare ability, besides being one of the best pianists in the United States. Mrs. Meuhling is also the picture of health and will be a valuable asset to the musical circles here this winter. They have both endeavored themselves to the entire community on account of their willingness to take part in any charitable entertainments.

Captain L. W. Redgro, the hustling Captain of the Salvation Army, has been one of the busiest men in the city for the past few weeks lining up Christmas cheer this year. On looking over the Tradesman last week he noted the full page appeal, "Before and After," in which it was stated that Mr. and Mrs. M. E. Trotter could make a dollar trot further than \$10 given for any other purpose. The announcement is a great help to him and gives his idea of money well spent. He is making great preparations here for a Christmas festival which has always been a great success and the Captain looks for liberal donations to make this the banner year.

The most important question before the house now is. When the last shot will be fired, instead of trying to find out who fired the first shot?

John F. Moloney, Sr., one of our esteemed citizens, celebrated his 70th birthday here last week in the K. C. hall, where his many friends attended the event. Music, cards and dancing furnished entertainment for the guests and, after congratulations had been extended to Mr. Moloney, a buffet lunch was served in the dining room. Hon. Frank P. Sullivan responded to a toast in his usual eloquence, which made Mr. Moloney feel at least ten years younger. Mr. Moloney was presented with a handsome rocker and a gold handled umbrella so that he can live a retired life in the old arm chair with an umbrella to keep away the rays of the burning sun. After spending an evening long to be remembered, the guests departed wishing many returns of the same.

Deputy State Food Inspector Fetz made quite a kill on his trip to the Soo last week and did not do a thing to the merchants who have not lived up to the law. From what we can learn, the worst is yet to come, as he took several samples with him for official investigation, which he predicts will add to the number already indicted.

The Soo Co-Operative Store, which has been doing business in this city for the past two years, has surrendered its lease to the owner, B. Blumrosen, and expects to move into its new quarters Feb. 1, unless other arrangements are made meanwhile. It is understood that the Woolworth Company 5 and 10 cent store is going to occupy the building vacated by the Soo Co-Operative Store and also the building next door, which will give the Soo one of the best 5 and 10 cent stores in the State.

Our good friend, Chas. Hass, the popular representative of the National Biscuit Company, an all round cheerful fellow, has a new scheme for ascertaining whether or not any of the boys are at Trout Lake when he gets in on the late train. Last week he had an order for one of the boys given him by a merchant along the line to deliver and when he struck Trout Lake at night and went to the hotel, he took one of the brooms in the hall and started to sweep the carpet and sure enough, there were several responses. Heads peeked out of the doors all along the hall, many thinking it was a new chambermaid, and Charlie had no trouble in finding his man without the assistance of the bell hops. William G. Tapert.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Nov. 30.—In the matter of Victor L. Palmer, bankrupt, Kalamazoo, an order was made for the final meeting of creditors to be held at the referee's office on Dec. 11, for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaration and payment of a first and final dividend, which will be about one-half of 1 per cent. Creditors were directed to show cause, if any, why the trustee should not be authorized to interpose objections to the bankrupt's discharge and also why a favorable certificate should not be made by the referee.

Dec. 1.—In the matter of the Poultry Pointers Publishing Co., a corporation of Kalamazoo, the trustee filed his final report and account, showing the collection of \$352.79, whereupon an order was made by the referee calling the final meeting of creditors at his office on Dec. 16, for the purpose of passing upon the final report and account, the payment of administration expenses, and the declaration and payment of a dividend. Creditors were also directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

In the matter of William Dannenberg, bankrupt, Allegan, the trustee filed a report showing sale of the bankrupt's interest in certain real estate in Allegan for the sum of \$100 to Elizabeth Clemens, of Allegan. An order was made by the referee directing creditors to show cause why the sale should not be confirmed, the same to be heard at the referee's office on Dec. 12.

In the matter of Horatio W. Patterson and J. Earl Patterson, copartners as H. W. Patterson & Son and as individuals, Kalamazoo, the trustee filed his final report and account, showing total cash assets of the sum of \$100. An order was made by the referee calling the final meeting of creditors at his office on Dec. 17, for the purpose of passing upon the final report and account, the payment of administration expenses and the declaration

and payment of a dividend, providing there are funds upon which to declare the same. Creditors were also directed to show cause why a certificate recommending the discharge of the bankrupts should not be made by the referee.

Dec. 2.—In the matter of Thomas Ford Hitchcock, bankrupt, Three Rivers, the first meeting of creditors were held at the referee's office. The bankrupt was present, but no creditors were present or represented. No claims were proved. An order was made determining the bankrupt's exemptions as claimed. No trustee was appointed. The bankrupt was sworn and examined by the referee without a reporter, and his examination disclosing no assets except those claimed as exemptions, the meeting was adjourned without day for the purpose of closing the estate.

Dec. 3.—In the matter of M. Henry Lane, former President of the Michigan Buggy Company, bankrupt of Kalamazoo, the Michigan Trust Company of Grand Rapids filed a bond, accepting the trust and the same was approved by the referee.

In the matter of Fred D. Lane and Edward Nolan, doing business as the Benton Harbor Cigar Co., bankrupt, the trustee filed a report of exempted property, also a report showing the sale of the only assets, being accounts receivable, of the appraised value of \$50 to the American National Bank of Benton Harbor for \$25. An order was made by the referee directing creditors to show cause why the sale should not be confirmed. There will be no funds upon which to declare dividends to creditors, hardly sufficient to pay administration expenses.

Dec. 4.—In the matter of Albrecht Hinrichs, bankrupt, Kalamazoo, the inventory and report of appraisers were filed showing assets of the total appraised value of the sum of \$3,011.01, and in accordance with the order made at the first creditors' meeting, the property will be sold at private sale.

In the matter of the Michigan Buggy Company, bankrupt, Kalamazoo, on the trustee's objections to the allowance of the claim of the Northeast Electric Co., by stipulation of the attorneys for the trustee and claimant, it was agreed that the claim should be allowed for the sum of \$23,436.26, the matter being thereby adjusted by a saving of \$5,102.73 to the estate. An order was made by the referee allowing the claim of A. Koyen for the sum of \$961.25. On the trustee's objections to the allowance of the claims of Jenkins & Neeley, and the Union Auto Specialties, an order was made by the referee allowing the claims in the sum of \$125.06, and \$1,521.36, respectively.

Dec. 5.—In the matter of H. A. Fisher Co., a corporation, bankrupt, Kalamazoo, the trustee has filed objections to the allowance of the claims of Herbert Fisher, George Fisher and Morris Fisher, also the First National Bank of Kalamazoo, alleging that the claims are not entitled to be proved until an accounting has been had between the estate and the claimants.

In the matter of D. W. Blanc, bankrupt, Kalamazoo, an adjourned first meeting of creditors was held at the referee's office and claims to the amount of \$1,000 allowed. The meeting was further adjourned to Dec. 10.

Hard To Keep Still.

Mrs. Newbride came hurriedly into her husband's study one morning. "Herbert, dear," she said, "this recipe for lemon pie says to sit on a hot stove and stir constantly."

"Well, Alice," replied her doting husband, "if you do sit on a hot stove I think you will find that you will stir constantly."

WANTED

GROCERY SPECIALTY SALESMAN FOR MICHIGAN

Good permanent position. Preference given to married man over thirty who is now working this trade. Replies will be treated confidentially. Write full particulars stating salary expected, experience in detail and references.

Answer Specialty Salesman, care Michigan Tradesman, Grand Rapids.

Honks From Auto City Council.

Lansing, Dec. 7.—Learn a few things about Lansing: Our population has increased over 175 per cent. since 1900.

Two hundred manufacturing concerns, employing over 11,000 workmen, occupy plants aggregating over \$22,000,000 in value.

The motor cars of Ingham county are worth approximately \$1,300,000 and statistics show that the county enjoys the prominence of having one automobile to every forty-one inhabitants.

D. J. Riordan (Reid, Murdock & Co.) spent several days last week in the Windy City.

F. Hastings leaves to-morrow for an extended trip through the Southern states.

The Lake Shore Railroad Co. has just completed extensive and much needed improvements on property adjoining its freight house and passenger depot in this city.

Last Saturday night our Council sent one of its members to the P. M. depot to meet one of our guests from Grand Rapids and on the way he stopped at the Downey House and invited three other guests who arrived earlier in the day to accompany him. Arriving at the depot the three guests covered themselves with robes and the driver of the car explained to Harry that the rear seat was not to be disturbed, as it contained eats for the banquet. When the speed of the car reached close to a sixty mile clip there came such a vocal explosion from the rear, that the windows rattled on both sides of the street, the driver was so unnerved that he barely missed a policeman, two street cars and a hack and Harry was so badly frightened that he forgot a portion of his speech.

We have learned how to get on the good side of John Quincy Adams. It is very easy and simple. A large dish of nicely prepared spaghetti will do the trick.

E. D. Allen is the only member of our Council to report a successful hunting trip and the only man we ever heard of who could kill a deer by shooting it through one ear only. We are inclined to believe that fright had something to do with it.

A very successful meeting of our Council was held last Saturday night. Grand Counselor M. S. Brown, of Saginaw; District Deputy Harry Hydorn, of Grand Rapids; Past Grand Counselor John Quincy Adams and H. W. Ireland, of Battle Creek, were present. A sumptuous Bohemian supper was served by the ladies at 6:30, after which Grand Counselor Brown and Past Grand Counselor Adams were introduced, each responding in a few well chosen words, both thanking and complimenting the ladies for their efforts in making a success of our Council meetings. The Council was called to order in the lodge room at 8 and after the regular routine work was finished, John Gardner, of Howell, who represents the Clough & Warren Piano Co., was initiated into the mysteries of the order. Following the initiation Grand Counselor Brown was given an opportunity to deliver his official address, which he did in a masterly manner, touching upon the history and achievements of the order up to the present time and unfolding the plans of the Grand Council for the ensuing year; also complimenting the ritualistic work of our Council, making especial mention of the efficient work of Conductor Oviatt and Junior Counselor Frantz. District Deputy Harry Hydorn followed with a few well directed criticism, finishing with some "standard" oratory for which he is famous. The Council was closed at 11:30 and all repaired to the dining room where light refreshments were in readiness and a very pleasant social hour was spent, in which James F. Hammell was master of ceremonies. It was demonstrated very clearly that the ladies of our Council

are equal to any occasion, as several, including Mesdames Tooley, Roberts, Fritz and Kinney, responded very cleverly to the friendly explosions of wit and humor coughed up by the genial toastmaster. Messrs. Brown, of Saginaw, and Adams, of Battle Creek, were the principal speakers and a verbal game of tag was indulged in by the toastmaster, Messrs. Hydorn, of Grand Rapids, Moody, of Lansing, and Gardner, of Howell. We were very fortunate in having as one of our guests H. W. Ireland, of Sunshine biscuit fame, who rendered several solos of his own composition, which were thoroughly appreciated.

We wish to publicly apologize to our distinguished guests of Saturday night for the pure cussedness of a ford car which was to convey them from the Council rooms to the hotel at 1 a. m. By way of explanation we might say that the blamed thing seemed all right, but simply wouldn't start. Even Harry, who formerly owned the car, couldn't start it. Finally, after everybody else had gone and the guests were nearing the hotel afoot, we remembered a little kink which had been learned by experience but almost forgotten and the car was started without further trouble, but too late to accommodate our guests.

H. D. Bullen.

Doings in the Buckeye State. Written for the Tradesman.

Fake advertising was administered knock-out drops at the mock trial conducted by the Youngstown Advertisers' Club, the Judge instructing the jury to render a verdict of guilty in the case. Defendant was charged with advertising a \$50,000 stock of men's clothing at ruinous reduction in prices, or specifically of selling overcoats valued at \$55 for \$13.78. The trial was regularly conducted before

a local judge, lawyers for defense attempting to show that the overcoat might have a value of \$55 in Alaska, and also urged the good reputation of the accused. The Club has declared war against the fake advertisers of Youngstown.

Champion corn growers of the State, including 1056 men, women and children, have been visiting Washington, Philadelphia and New York as guests of the Ohio Agricultural commission. Every county was represented, the largest delegation of seventy-eight coming from Miami.

Dayton hopes to have its new garbage reduction plant completed by May 1.

Springfield has been entertaining the first National Convention of city managers and Michigan was represented by O. C. Carr of Cadillac, Chas. Ruger of Manistee and C. E. Chappell of Big Rapids.

This is Good Will week in Dayton, with special emphasis placed on the work of charity and philanthropy.

The Averbeck Drug Co., of Youngstown, which recently sustained a fire loss of \$10,000, has resumed business.

Dayton will have a community Christmas tree.

Retail cigar and tobacco merchants of Youngstown are protesting against the granting of licenses to fly-by-night auction merchants who are operating there.

The Supreme Court, with three dissenting opinions, has knocked out the sales-by-weight law, the vote standing three and four. Almond Griffen.

Help Us Make the Grocer the Family Milkman

Everyone of your customers now pays the milk peddler \$3.00 per month (some pay much more) which ought to go to you. You must supply their sugar and get very little profit out of it. There is no reason why you shouldn't supply their milk for you can give them better service—and clean, sweet, pure milk—and you can make money doing it. You can switch the milk trade to your store by building up a sale on

CARNATION MILK

From Contented Cows

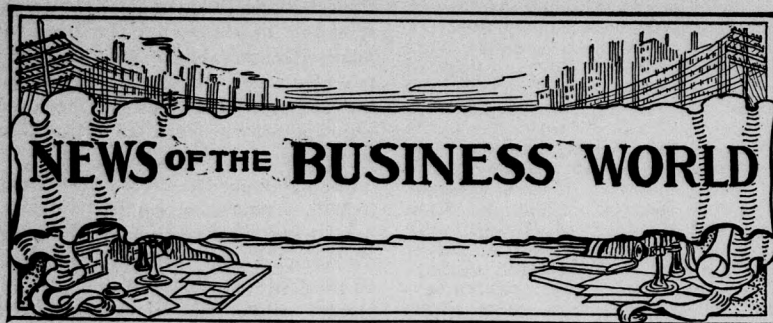
Your customers will like it in their cooking and baking.

And you will find it easier to switch your customers to evaporated milk if you offer them Carnation Milk. Our advertising is educating people to use evaporated milk—it is turning into the grocer's cash drawers the money now paid the milk peddler. You can help the good work along. When a customer ask for evaporated milk, give her Carnation, the brand that will please her and bring her back for more. Your jobber carries it.



PACIFIC COAST CONDENSED MILK CO.

General Offices: Seattle, Washington



Movements of Merchants.

Otsego—Nick Blass has opened a bakery here.

Freeland—R. W. Delaney has opened a bakery.

Greenville—W. Zuller has opened a branch grocery store on the North side.

Whitehall—D. Van Volkenburg succeeds O. N. Dyboig in the plumbing business.

Leetsville—E. N. Phelps succeeds Gosling, Towers & Cole Bros. in general trade.

Battle Creek—H. S. Bailey has engaged in the grocery business at 129 West Main street.

Charlotte—The George H. Tubbs Co. has opened a grocery store, meat market and bakery.

Saranac—Conner & Keller succeed Bussier & Conner in the restaurant and billiard business.

Mt. Pleasant—Fire destroyed the interior of the E. B. Muller & Co. chicory plant Dec. 1.

Lansing—Frank Freshour, formerly of Eaton Rapids, has engaged in the grocery business here.

Alpena—The Great Lakes Stone and Lime Co. has increased its capital stock from \$1,500 to \$1,750.

Dewitt—C. E. Forbes has sold his stock of groceries to Leon Palmer, who will continue the business.

Traverse City—C. E. Halstead, recently of Flint, succeeds F. L. Kelderhouse in the grocery business.

Lapeer—Norman Crain will open a clothing and men's furnishing goods store in the Opera House block about Dec. 19.

Ellsworth—The Spring Drug Co., of East Jordan, has opened a branch store under the management of George Hunter.

Benton Harbor—John H. Udbye, of Port Huron, has purchased the G. H. Campbell book stock and will continue the business.

Middleton—Reynolds & Otto have sold their stock of general merchandise to Ernest Crook, of Milan, who has taken possession.

Eaton Rapids—H. L. Boice has opened a branch confectionery and bazaar store on South Main street under the management of L. F. Hosler.

Midland—Thomas J. Kelly has sold his hardware stock to William Gibson, who will continue the business under the style of the Gibson Hardware Co.

Nashville—W. C. Clark has purchased the plant of the Nashville Creamery Co. and will dismantle it and fit it up for storage and shipping purposes.

Bangor—The Avalon Dairy Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$12,000 paid in in property.

Detroit—The Bader Tailoring Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Lake Odessa—William and Mathew Naber have purchased the Williams grocery stock and will continue the business at the same location under the style of Naber Bros.

Detroit—The Economy Gasoline and Oil Co. has been incorporated with an authorized capital stock of \$1,800, all of which has been subscribed and paid in in cash.

Crystal—John and C. G. Orcutt have formed a copartnership and purchased the Fred Kimball store building which they will occupy with a stock of harness supplies, about Dec. 15.

Detroit—The Detroit Soluble Oil Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,150 has been subscribed and \$1,225 paid in in cash.

Menominee—The Christy Account Register Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Benton Harbor—The Racine Auto Specialty Sales Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$16,000 has been subscribed and \$2,500 paid in in cash.

Jackson—C. M. Dodge has sold his interest in the Dodge & Gillen grocery stock to H. W. Bealls and the business will be continued at the same location on Mechanic street under the style of Gillen & Bealls.

Manistique—Isackson Bros. & Co., dealer in hides, furs, pelts, tallow, iron, rope, rubber, etc., has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—Elmer W. Brown & Co., dealer in automobile supplies and accessories, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,500 paid in in cash.

Saranac—Compton & Houserman, grocery and meat dealers, have dissolved partnership. Herman Houserman will continue the meat market under his own name and Henry Compton will continue the grocery business.

Gladwin—Wright & Burton have dissolved partnership. M. H. Wright has taken over the grocery and hard-

ware stock and will continue the business at the same location and F. E. Burton will continue the dry goods business.

Hart—Charles Chapman and Fred DuVall, of Belding, have formed a copartnership and purchased the S. S. Skelton stock of general merchandise and will take possession Dec. 14 and continue the business under the style of Chapman & DuVall.

Covert—John R. Spelman has merged his grocery business into a stock company under the style of the Spelman Grocery Co., with an authorized capital stock of \$3,500 common and \$1,500 preferred, of which amounts \$3,000 has been subscribed and \$2,250 paid in in cash.

Charlotte—F. H. Mott received stock valued at \$250 as administrator fee from the Hall Bros. Grocery Co. and has removed it, in connection with the new stock which he has added thereto, to a store building on Prairie street, where he will continue the business under the style of the F. H. Mott Grocery Co.

Kalamazoo—When a clerk locked a bull pup in the Tackleberry millinery store he little realized what the result would be. When the store was opened for business in the morning, the place presented the appearance of having been wrecked. The owner says the damage will run into hundreds of dollars. The pup seemed to delight in tearing to pieces hats that were trimmed with valuable feathers. When found the dog was sleeping among artificial flowers in a display window.

Manufacturing Matters.

Jackson—The Palmer Gauge Co. has increased its capital stock from \$25,000 to \$50,000.

Cheboygan—LeRoy Piano and Organ Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,070 has been subscribed and \$3,550 paid in in cash.

Sturgis—C. Wiersema has reopened the plant of the Wiersema Manufacturing Co., which has been closed for the past two years. The company manufactures magazine stands and novelties.

Nashville—The recently organized Nashville Farmers' Co-Operative Creamery Association has purchased property which will be converted into a model creamery plant and ready for occupancy about Jan. 2.

Detroit—The Cadillac Can Co., manufacturer of metal cans, cases and other stamp work, has been incorporated with an authorized capital stock of \$12,000, of which amount \$7,000 has been subscribed and paid in in cash.

Niles—The Michigan Wire Goods Co., manufacturer and dealer in mole traps, wire scoops, wire forks, doll beds, etc., has been incorporated with an authorized capital stock of \$20,000, of which amount \$11,500 has been subscribed and \$2,000 paid in in cash.

Muskegon—The Muskegon Knitting Mills has increased its capital stock to \$100,000, \$52,000 being preferred and \$48,000 being common, both all paid in. L. P. Haight holds all the preferred and \$4,800 of the common. Grace

C. Haight holds \$43,000 of the common.

Walloon Lake—William Grund's saw and shingle mill at Walloon Lake, was completely razed and the machinery destroyed by fire of unknown origin Saturday night. The villagers formed bucket brigades, but the blaze had gained such headway when discovered that efforts were fruitless. The loss is estimated at \$12,000, partly insured. The mill was shut down in June for overhauling.

Andrew Ross Forms New Food Co.

The secret of the movements of Andrew Ross, late sales manager of the Kellogg Toasted Corn Flake Co., is out. There is no secret that Mr. Ross meant to make some breakfast food when he left Kellogg and had secured the desired product, but he was very reluctant to let it be known what he would make.

Now it turns out that the Ross Food Co. has been formed with capital stock of \$300,000; directors, Andrew Ross, of Battle Creek, Mich.; George C. Lewis, Mattie F. Tice and Verna C. Eckhardt, of Lockport, N. Y., and a petition for charter was made public last week.

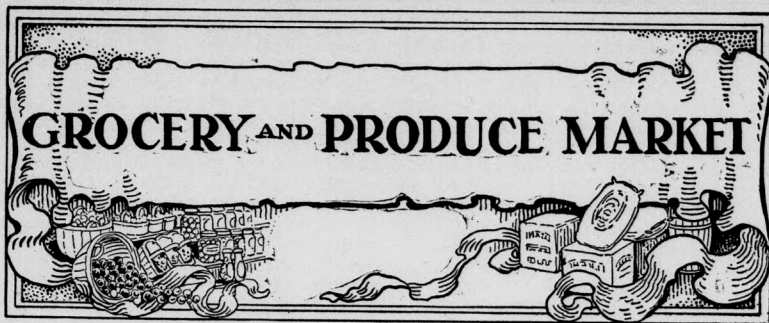
Nothing is yet stated as to what Mr. Ross's concern will make or where, but common report says it will be a product similar to shredded wheat and will be made in Buffalo, where Mr. Ross has secured a factory which he is equipping with the necessary machinery.

W. M. Howe, official organizer of the National Retail Grocers' Association, was in the city Sunday in conference with State Secretary Fuller. He left Monday morning for Battle Creek, where he expected to organize a Retail Grocers' Association that evening. This organization was preceded by a banquet at the Chamber of Commerce rooms tendered by E. D. Strain, the Battle Creek baker. Following the organization at Battle Creek, Mr. Howe expects to organize Albion, Hastings, Grand Ledge, Lowell, Ionia and Muskegon in the order named. During the past two weeks he effected organizations at St. Johns, Owosso, Hillsdale and Tecumseh.

James A. Cole and Arthur E. Peck have succeeded Gould, Liebler & Co. in the grocery business at 427 Jefferson avenue. Mr. Peck was formerly employed in the general offices of the Grand Rapids & Indiana Railway and Mr. Cole was last engaged as a farmer, but previously had been employed by other firms in the grocery business in this city.

George P. Wendell and daughter, Sylvia Cook, under the partnership style of Wendell & Cook, have succeeded George P. Roup in the grocery business at 1222 Monroe avenue. Mr. Wendell had been a huckster here for a great many years.

H. H. Swanson, formerly employed by the Fox Typewriter Co. as service man, has started in business for himself at 953 South Division avenue, handling a line of phonographs and typewriters.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25 @4 per bbl.

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

Beets—60c per bu.

Brussels Sprouts—20c per qt. box.

Butter—The market is decidedly easier, the tendency being lower in all leading markets. This is due largely to the long-continued mild weather, causing a proportion of fresh goods to come to market exceptionally heavy for the season. Holders of cooler goods also are anxious to unload on account of depressed conditions and are pushing out all the stock possible, shading prices where necessary to effect sales. Fancy creamery is quoted at 33c in tubs and 34@35c in prints. Local dealers pay 26c for No. 1 dairy, 15@18c for packing stock.

Cabbage—50c per bu.

Cauliflower—\$1.50 per doz.

Celery—\$1 per box of 3 to 4 doz.

Celery Cabbage—\$2.50 per dozen packages.

Christmas Decorations—Holly, \$3.25 @3.50 per case; Holly wreaths, \$1.25 for single and \$2.25 for double; Evergreen, 80c per 20 yard coil; Xmas trees, \$1 per bundle.

Cocoanuts—\$4.25 per sack containing 100.

Cranberries—Cape Cod Late Howes are in steady demand at \$6.50 per bbl.

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

Eggs—The market has held steady for the week. There is a plentiful supply considering the demand, which is not heavy. Refrigerator stock is going out to a large proportion of the trade which does not demand strictly fresh goods. On refrigerator stock holders have a weak view of the situation and are not making sales where necessary to make concessions. Local dealers pay 30c for case count and 33@34c for candled.

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

Grapes—Malagas, \$5@6 per keg.

Green Onions—35c for Shallots.

Honey—48c per lb. for white clover and 16c for dark.

Lemons—Californias and Verdellis, \$3.75.

Lettuce—Southern head, \$1.75 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—The market is firm on the

recent advance to \$1.50 per 100 lbs. for red and yellow and \$1.75 for white; Spanish, \$1.25 per crate.

Oranges—California Navels are now in market, commanding \$3.25 per box for all sizes. The fruit is fine in both quality and appearance. Valencias command \$4.50 and Floridas fetch \$2.50.

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

Potatoes—The market is about the same as a week ago. Local dealers hold at 35@40c. Country buyers are paying 24@27c.

Poultry—In both live and dressed stock the situation has been very dull and quiet. Since Thanksgiving large holding carried over and the receipts the first week have exceeded the demand. A large amount has been forced into freezers on account of the soft weather. Local dealers pay 9c for springs and fowls; 7c for old roosters; 10c for geese; 10c for ducks; 12@15c for No. 1 turkeys and 10c for old toms. These prices are 2c a pound more than live weight.

Radishes—35c per doz. bunches for round or long, hot house grown.

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

Sweet Potatoes—Kiln dried Delawares command \$1.45 per hamper.

Turnips—50c per bu.

Veal—Buyers pay 8@12c according to quality.

Swain Earle & Co., the old and highly respected tea and coffee importing firm of Boston, have been fortunate enough to secure the service of Eugene A. Welch, of Kalamazoo, as their Western representative.

Jacob Schipper has bought out the grocery peddling business formerly conducted by Peter Veenstra from his residence, 824 Humboldt street. Mr. Schipper will take up his residence at this address next spring.

Nick Kik, formerly clerk of Police Court, and who for a time was a member of the firm of Brenner & Kik, operating the Western Michigan Produce Co., 49 North Market avenue, has succeeded the firm.

A. F. Sytsma will have a formal opening of his new dry goods and shoe store at the corner of Ann street and North Coit avenue Dec. 12.

Fred Maier has succeeded the Seamon Sisters in the millinery business at 615 Lyon street. The business is in charge of Mrs. F. Maier.

Joseph Bertram, formerly employed by the Rauser Sausage Co., has succeeded Fred Kurze in the meat business at 333 Bridge street.

The Grocery Market.

Sugar—Refined sugar is nominally unchanged on the basis of 5.10c for granulated, although most of the refiners will sell at 5c flat. The cause of the heaviness is the accumulation of raws and the fact that refiners are not falling over themselves to buy. The consumptive demand for refined sugar is fair. Michigan granulated is moving on a 4.90c basis.

Tea—The market remains about the same, being strong in all lines and particularly so in low and medium grade Japans. Sales are showing a little more activity, as the heavy stocks ordered out in August by retailers on account of the European war are getting reduced.

Coffee—Rio and Santos of all grades are in very quiet demand at ruling prices. There seems to be no reason to expect any special improvement either in prices or activity in the near future; certainly not until after the first of the year. Conditions are reported a little better in Brazil, but the situation there still leaves much to be desired. Mild grades are unchanged and also quiet. Java and Mocha are quiet at ruling figures.

Canned Fruits—The market on California and Southern fruits is dull, and prices are nominal. Hawaiian pineapple is weak and Southern stock easy. Gallon apples are dull, with prices in buyers' favor.

Canned Vegetables—Because of the limited demand and some pressure to sell the market for Southern tomatoes is easier. Advices have reached this country during the week that the supply of French canned mushrooms, at least of this year's pack, will be practically nil, as the industry is dead for the time being. Prices are very high, hotel mushrooms commanding \$18 in a large way. Corn is very steady, with holders not pressing for sale. The demand is fair. The only enquiry for peas is for the lower grades, which are fairly plentiful. Peas are inactive, although holders do not seem disposed to force business, and the market is steady on the basis of previous quotations. String beans are inactive, but the tone of the market is steady. In other vegetables trade is slow and prices nominal.

Canned Fish—Offerings of domestic sardines are light and the market strong. The advance of 10c a dozen in prices for key-opening quarter oils and mustards becomes effective today. Salmon is quiet but firm. Lobster is unsettled, with prices more in home buyers' favor owing to the cutting off of the export outlet.

Dried Fruits—Demand for Coast products for forward shipments is light and business in spot stock is slow. However, the general tone of the market is firm, as offerings from primary sources are comparatively small and available spot supplies are rather light for the season in most lines. California prunes are firm on 30s to 90s, with a premium of half a cent a pound generally demanded on the larger sizes because of scarcity. On the spot here the tone of the market is firm under increasing demand. Interest in spot goods is steadily growing, although at present business

is of a moderate jobbing character and less than usual at this time of the year. Peaches and apricots are exactly where they were a week ago. Raisins and currants are unchanged, the large sales for the holiday season having already been made. Dates are about ¼c higher, owing to the prospective scarcity. Figs are also firm and are working up for the same reason. Citron is unchanged and quiet.

Nuts—Almonds are scarce. Walnuts are in fair supply. Filberts are comparatively scarce and the market is firm. Brazil nuts are ¼c lower. Pecans are in limited supply and lower.

Molasses—The situation in the South shows little change, for the receipts are being held back and full quotations are asked by the planters, who have financed a large portion of the crop of sugar and do not need to press molasses. The yield will be small and the trade looks for a period of high prices. The movement of grocery grades on contracts is good, reflecting the seasonable tendency.

Rice—The market is quiet with merely a routine movement for actual needs of the trade. At the same time, the tone continued good and there was little disposition to make concessions.

Cheese—The market is firm, with a seasonable consumptive demand, especially with fancy June and September cheese. The market is about ¼c higher than a week ago. Stocks are about normal and an increased demand is looked for, but not very much change in price.

Provision—All cuts of smoked meats are steady, with prices about the same as last week. There is a seasonable consumptive demand. Pure lard is steady, at a decline of ½c and compound is firm and unchanged. Both are in fair demand. Barreled pork, canned meats and dried beef are all unchanged and in light demand.

Salt Fish—The demand for mackerel is very light and this applies to all grades, including Norways and Irish. The receipts of Norway fish are ample for the demand; in fact, more than ample, and prices are about unchanged. Cod, hake and haddock are quiet, owing to the warm weather, but steady as to price.

Barry Bros. & Curtis, whose drug stock at Harrietta was recently destroyed by fire, have re-engaged in business there. The Hazeltine & Perkins Drug Co. furnished the stock.

Effie Reddeman, formerly employed by Mrs. Emma Salt in the millinery line at 1169 Madison avenue, has succeeded the latter.

Otto T. Neef, formerly chef at the Morton House, has purchased John Demmink's meat market, at 456 North College avenue.

Ludolf C. Schuling has succeeded his father, William Schuling, in the grocery business at 1145 East Fulton street.

John Garrison succeeds C. E. Johnson in the grocery business at 463 North College avenue.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Dec. 8—Learn one thing each week about Detroit: The total output of milk cans is 100,000 annually. A Detroit plant makes 75,000 of these.

Cadillac Council will hold its regular monthly meeting next Saturday night, Dec. 12, at 109 Congress street.

Tom Burton (Lisk Manufacturing Co., Canadaigua, N. Y.) is hereby awarded the palm as the leading optimist. "Sure," said he to us the other day, "I would have had a fine year if it hadn't been for January, February, March, May, August, September, October and November."

Andrew Black, dry goods merchant at 1789 Michigan avenue, has been confined to his home by illness during the past week. At this writing he is rapidly recovering and expects to be out again in a few days.

The soldiers of Europe are being accorded every kindness. The Allies are going to have a special cemetery made for the Indian fighters.

George B. Forrester, of Deckerville, was in Detroit last week looking after the interest of his general store.

F. B. Busby has opened an office at 2315 Dime Bank building. He will act as Detroit representative for Rowland, William & Harvey, of Philadelphia, manufacturers of springs for touring cars and auto trucks.

H. B. Wilcox, prominent member of Grand Rapids Council, and representative for Peck, Johnson & Co., of the same city, was in Detroit last week.

B. Hack, who conducted a general dry goods store on Michigan avenue, has moved into a new store at 1309 Warren avenue, West.

The statesman who was billed to speak in Detroit last week unconsciously delivered a strong temperance sermon.

The Studebaker Auto Co. entertained fifty of its salesmen at the Tullar roof garden last Thursday evening. Among the speakers were F. B. Amon and L. J. Olsen, Detroit salesmen for the company.

The Detroit Free Press displayed in large scare head type the unfortunate plight of the Democratic Speaker of the House of Representatives in Detroit last week. Ex-President Taft, who spoke a night or two later, received the regular type heading. Taft was sober, while Champ Clark was drunk. All of which goes to show the notoriety a man gets when he becomes a disciple of John Barleycorn.

Did you know that the 1911 census gave France a population of 39,602,258 persons?

Burglars cut a hole in the window of the jewelry store of M. Freidburg, 212 Griswold street, last Friday and extracted jewelry to the value of about \$350.

E. Bishop, Byron, general mer-

chant, was a business visitor in Detroit last week.

Uncle Sam is cutting into clergymen's fees at the rate of a dime a marriage. Uncle Sam undoubtedly figures that after a couple gets married there won't be any tax money.

C. R. Cook, President of the Colonial Garment Co., left for New York last week where he will try to obtain orders from foreign countries. Commission men have been in correspondence with the Export Bureau of the Board of Commerce. The work of the Bureau is proving of great value to Michigan manufacturers.

According to a scientific journal, French scientists claim the brain is not necessary. This should not prove a surprise. There are many people whom we always thought had none who managed to live nicely.

Elmer C. Puffer, proprietor of the Dresden Hotel, at Flint, is going to give a Christmas dinner to 100 of Flint's poor children, without regard to creed or color. This philanthropic work by Mr. Puffer is deserving of great praise. The fact that at that time of the year the hotel business is very quiet will make it an ideal time for the proprietor to give the spread to the city's waifs.

E. H. Warner, department manager for Burnham, Stoepel & Co., left Sunday for New York. Accompanying Mr. Warner was his wife, who will consult a heart specialist.

The General Electrical and Engineering Co., 81 Broadway, has leased the store at 61 East Elizabeth street for a term of three years.

F. W. Smelker, well-known druggist of Lake Odessa, was in the city on a business trip last week.

The news of the resignation of Sydney C. Pungs, for the past few years representative for Burnham, Stoepel & Co. will be received with regret by his many friends and acquaintances. Few traveling men have made more and closer friends among the trade than has Mr. Pungs. For a number of years he covered a portion of Northern Michigan, besides Flint, Saginaw and Bay City. The past year he called on trade in the latter three towns only. Mr. Pungs has not decided as yet on his future course, but whatever it is, the well wishes of his hosts of friends will go with him. Frank Whitton, a special representative of the house for a number of years and a man of fine personality and plenty of experience in the dry goods field, will succeed Mr. Pungs. Although he may not return to the territory it will not be until a new generation has taken the places of the present generation among the dry goods and clothing merchants, that "Syd" Pungs and his smile will be forgotten.

Many a word spoken in jest sounds foolish.

The fact that whisky will make men fight is no sign that the countries in Europe will be weakened by discontinuing its use among their soldiers.

The W. B. Jarvis Co., one of the best known sporting goods stores in the city, announces its intention of closing out its stock in this city and will concentrate its efforts in the wholesale business, with headquarters in Grand Rapids. The Jarvis Co. manufactures the Ty Cobb line of athletic goods.

C. C. Becker, who already conducts a shoe store on Gratiot avenue, has opened another up-to-date store at 143 Griswold street opposite the city hall.

A man in Franklin, Ind., has discovered how to produce fall crops of strawberries. It is easier to produce strawberries in the fall than it is to produce the price for fall strawberries, however.

Gordon Gunniss, of Algonac, is a good business man; also Gordon is an extremely good fellow. Last week he was in Detroit and we would simply chronicle the visit as on a business trip in the interests of his drug store, but as his face showed a smile of happiness and satisfaction a bit out of the ordinary, enquiries were made, with the result that Gordon gets a trifle more space this week than if he were merely using the usual good judgment of coming to the Detroit market to buy goods. Here's what our enquiries brought forth: On November 25 Mr. Gunniss and Miss Margaret Grace Newton, a charming young lady at Detroit, were joined together in the holy bonds of matrimony—hence the smile of satisfaction (which most newlyweds have). We had one ourselves twelve years ago for about three weeks. The Tradesman joins with the hosts of friends of Mr. and Mrs. Gunniss in wishing their wedded life one of continual happiness and the writer of these columns wishes to congratulate Mr. Gunniss on his extremely good judgment in selecting a young lady from Detroit to share his joys and sorrows.

The jewelry store of Szymanski Brothers, 1850 Michigan avenue, was entered by burglars, who escaped with \$150 worth of merchandise.

F. George Walker, well known Detroit, has taken charge of the local office of the Royal Equipment Co., of Bridgeport, Conn. The offices are located at 1028 Dime Bank Building.

Bliffield & Posner have opened an up-to-date dry goods and furnishing goods store at 1101 Warren avenue, West.

C. G. Cole, of Bad Axe, was a business visitor in Detroit last week. Mr. Cole is well known to many of the local jobbers. He conducts a general store.

The dancing party given by Detroit Council last Saturday evening was not only the best of the season but the most successful in several seasons. As an added attraction to the party a well-known dancing professor was engaged to teach all who desired to learn the latest dances and the large crowd demonstrated that it was their desire to learn all the new fantastic

steps. The innovation will be continued indefinitely. The parties, including refreshments, are absolutely free to members and prospective members.

But how are we going to do our shopping early when pay day doesn't come until the 20th and the 20th falls on Sunday?

Two young men entered Samuel Koin's clothing store, 619 Moran street, at noon last Saturday and after flashing a gun on Miss Hannah Koin, a clerk, the only occupant in the store, emptied the cash register of its contents and disappeared.

Business in some lines may have fallen off in November, but the society of bandits and bad burglars must have shown a decided gain in Detroit.

J. N. Zill, well-known Romeo dry goods merchant, was in Detroit on a business trip last week.

The reason we were unable to contribute our usual page of news last week was because we were in Grand Rapids.

Fred. Larrett, manager of the Grand Rapids office for Burnham, Stoepel & Co., underwent an operation at Grace hospital, in this city, last Thursday and successfully passed through the ordeal. He hopes to be able to leave the hospital in about two weeks. The territory is being looked after by Glen Begole.

One is inclined to believe that Germany is not as barbarous as some would like to make us believe. According to a report, a British prisoner slapped one of his guards and the only punishment he received was a ten year sentence in prison.

In anticipation of a record breaking season next year the Peninsular Stove Co. is adding 75,000 square feet to its plant in West Fort street by connecting its present buildings with those recently acquired from the Detroit Terminal Storage Co. The Stove Co., now the largest in the world, covers 3,375,000 feet of floor space.

Mr. Graham, who recently purchased the drug stock of O. C. Palmer, Eaton Rapids, was in Detroit on a business trip last week.

F. Friedman has opened a dry goods and furnishing goods store at 1090 McDougall avenue.

The Shaffner-Hoffman Co., recently organized, with temporary offices in the Penobscot building, has moved into larger quarters in the old Telegraph building at the corner of Griswold and Congress streets.

Rudolph Seewald, who has been covering a portion of the Western Michigan territory for the past three years for Edson, Moore & Co., has been transferred to the territory formerly covered by Harry Gale in the Southern part of the State. He will assume his new duties after Jan. 1.

Frank Dreese, dry goods and clothing merchant of Grayling, was a Detroit visitor this week.

The way we understand it, since the warring countries placed the ban on

Quaker Coffee Fame— Honest As Its Name

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

intoxicants, they are willing that the soldiers should be shot but not half shot.

The friends of Ed. Mayers, Edson, Moore & Co.'s best known city salesman, will be shocked to hear this little story about him: The ward where he lives is to be divided into three wards, thus creating two more aldermen, and there is strong talk of placing the genial Edward in one of the offices. Think of it! E. J. Mayers, for years an honored and trusted citizen of Detroit, with hair that has turned gray from hard work and honest labor, to wind up such a sublime life by becoming an alderman! No wonder his friends are all shocked, even if they will all vote for him.

C. C. Homan, the past five years general purchasing agent for the Wileys-Overland Co., of Toledo, has joined forces with the Gould Storage Battery Co. and will make his headquarters in Detroit at the company's office, 604 Kerr building.

J. W. Lutes, Richmond druggist, was in Detroit on a business visit last week.

The Briscoe Motor Co., of Jackson, has opened a Detroit branch at 603 Woodward avenue.

The fine new factory building at the corner of East Grand Boulevard and Hastings street, being erected for I. L. Scheinman & Co., is rapidly nearing completion. The building is of reinforced concrete construction, two stories high and wholly fireproof.

Those fellows who keep tab on the Windsor visitors and shoppers wouldn't be able to do so if they were out looking after their customers' requirements, as they should be.

Michael Schmidt, of Uby, was in Detroit a few days ago and while in the city purchased an entire new stock of dry goods and furnishing goods. He hopes to give Uby one of the best and most up-to-date stores of its kind in the country and from all available news about Mr. Schmidt his hopes are sure to be realized.

What is the retail merchant doing to combat the mail order houses?

The only wireless telegraph and telephone shop and laboratory west of New York is in Detroit.

B. Fruydl, dry goods merchant of Northville, was in Detroit on business this week.

William D. Traitel, who represents a Chicago house but has the good judgment to make his headquarters in Detroit, says that he has always had a "pipe" working for his firm—in fact, he has had several pipes—because he represent a pipe house, M. Linkman & Co., of Chicago. Bill is one of those fellows who has such a pleasing personality and mellow pleading voice that he could sell pipes to the President of the W. C. T. U. He is also an active member of Detroit Council. If friends were dollars. Bill Traitel wouldn't have to work any more.

G. Young (A. Krolik & Co.) is desirous of knowing what days Secretary Daniels has set aside for the navy to take up crochet work.

J. B. Mansfield, Vice-President and general manager of the J. E. Bolles Iron and Wire Works, left last week for a trip to New York where he attended the annual convention of the National Association of Mechanical Engineers.

Members of the Wholesale Merchants' Bureau of the Detroit Board of Commerce have set Dec. 29 as the date of the annual dinner to the salesmen. This is an event that is looked forward to with great pleasure by the salesmen, 1,300 attending the event last year. Among the leading speakers for this year will be Newell Dwight Hillis and Edwin R. Weeks, of Binghamton, N. Y. The affair will be held in the Board of Commerce building.

Walter J. Brady, one of the oldest and best known automobile salesmen in the country, has joined the Maxwell Motor Co. and will act as special sales representative.

Battlefield trenches, says an Eastern paper, are now dug as quickly as desired by the use of explosives. They are quickly filled by the same method also.

Blakely & Blakely, of Pontiac, have purchased the furnishing goods stock of Howland & Broadwell, 1003 Mack avenue.

Charles E. Love, Secretary and Treasurer of the Art Glass Co., 74 East Fort street, died suddenly last Sunday afternoon. Mr. Love was well known in business and political circles, having served as assistant corporation counsel for a number of years. He was 44 years old and is survived by a widow.

The Enamel Cement Block Co. has closed negotiations whereby it takes over the business of the Concrete Products Co., acquiring the lease for five years of the factory, the site of which includes the entire block with 250 feet frontage on the Grand Trunk tracks. The company was recently incorporated and will manufacture cement blocks under a process invented by Laughray Bros., who are also officials in the new company.

Judging by the number of traveling men seen in Detroit these days the hotel business about the country must have slackened considerable.

E. S. Pullen, of Bellville, was in Detroit last week in the interest of his general store. Mr. Pullen makes frequent trips to Detroit and is well known in the city.

For the past few days everyone who has stopped at the Whitney Hotel, in Ann Arbor, has brought back tales of the fabulous amount of money that has come into possession of "Hildy," the genial boniface. The stories all agree that he has been seen with quantities of money about him and making frantic efforts to get it all counted. It evolved upon one of the Tradesman sleuths to discover the whereof and why the huge pile of circulating medium. It seems that Herbert Murray, for some unknown reason and with apparent malice aforethought, paid Hildy for two full days' board and lodging with nickels and pennies, so it was not gold that Hildy owned after all.

H. Jenner, of Wayne, was a business visitor in Detroit last week.

Of course, everybody is up on current history, so we'll ask—

Who is President of Mexico to-day?
James M. Goldstein.

Send in the Names of New Officers.

Grand Rapids, Dec. 8—As many local associations are having their annual elections at this season of the year, I take this opportunity to request the various secretaries to send me the names of the newly-elected officers for the ensuing year as soon as the elections take place.

Fred W. Fuller, State Sec'y.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	313	322
Am. Light & Trac. Co., Pfd.	105	107
Am. Public Utilities, Com.	35	40
Am. Public Utilities, Pfd.	62	66
Cities Service Co., Com.	54	57
Cities Service Co., Pfd.	55	58
Comw'th Pr. Ry. & Lt., Com.	55	57
Comw'th Pr. Ry. & Lt., Pfd.	77½	79
Comw'th 6% 5 year bond	96	98½
Holland St. Louis Sugar	4	5
Michigan Sugar	40	45
Pacific Gas & Elec. Co., Com.	40	42
Tennessee Ry. Lt. & Pr., Com.	8	10
Tennessee Ry. Lt. & Pr., Pfd.	40	45
United Light & Rys., Com.	44	46
United Light & Rys., Com.	69	71
United Light & Rys., Pfd.	64	67
United Light 1st and ref. 5% bonds		86½

Industrial and Bank Stocks.

Dennis Canadian Co.	80	87
Furniture City Brewing Co.	55	65
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	110	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	

December 9, 1914.



Karo

(REG. U. S. PAT. OFF.)

MOVES QUICKLY from your shelves

YOU'LL find Karo listed on the majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. Karo is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find Karo the most profitable syrup you can handle. Display the well known Karo cans where your customers can see them—you'll find that it pays.

Cold weather is the time for griddle cakes and Karo. Place your orders now while the jobbers have good stocks and can deliver promptly. Karo sales mean generous Karo profits—liberal stocks will secure your full share of the profits.

CORN PRODUCTS REFINING CO.
NEW YORK



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.
Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents.Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

December 9, 1914.

MAN WHO MAKES THINGS GO.

The New Year is within hailing distance—near enough, quite, for mortals to wonder what it is going to bring, particularly what it will bring in their own circumscribed sphere of action.

The man—the merchant—who wonders what the New Year will bring will probably have to content himself with what it does bring.

The man who stands to do better is the man who is planning what, God willing, he is going to make of this new year.

There are on this American continent a great many businesses, large and small—a host of enterprises of many kinds—which have fallen to a certain degree into a rut of waiting for things to happen to them. Not all of these businesses are small or run down or going to the dogs. A great many of them are doing very well indeed and the men interested are well satisfied with the results.

But the business that really counts is the business headed by men, who, not content with wondering what will be the next development, set out to start things on their own account.

That phrase, "starting things" has been used to cover a lot of demagoguery at times—a lot of ranting that counts for nothing. In its best sense the spirit of "starting things" is needed in every retail business, no matter how successful it may be. It is the spirit which sets a man to planning for bigger business, better methods, and wider growths.

"It is very easy to plan and very hard to execute," is a modern saying which has in it a lot of truth. Because it is very easy to plan and very hard to execute is one of the reasons why so many merchants dip into a rut and keep on traveling in a rut. The man who makes the biggest success in business is the man who first plans—and then goes on to the hard part of the proposition and executes his plan in the teeth of all obstacles. That is the spirit that has made American industry great. That spirit has conquered the forests, the prairies and the mountains and has settled busy millions of people where, a hundred years ago, was nothing but a wilderness. You need just a bit of that spirit in your business, even

though you are doing very well, all things considered.

Some fifteen or twenty years ago a poor, uneducated boy got married. He hadn't a cent in the world, but he was game to take on what some millionaires think is too big an obligation. Then he worked until he had saved \$1,000, with which he purchased a little stock of goods, and rented a little hole in the wall—all on his nerve. A genial, pleasant spoken, friendly fellow, who could sit down beside a perfect stranger and a grouch at that and within ten or fifteen minutes know all his personal history, and then leave Mr. Grouch sunny and good tempered for the entire day. This chap, who married on nothing and started a hardware business on \$1,000, was head of one of the finest stores in Michigan within a few years. Then he saw a big chance in a growing city in another state and snapped at the chance. He's worth a good hundred thousand and he's spent several thousand more, for he isn't a miser by any means.

Pretty good showing for a poor, uneducated youth with nothing back of him but a mine of optimism and an unlimited supply of the dynamite of executiveness. For, whatever plans he made, he executed on the spur of the moment.

A retail dealer in Eastern Michigan wasn't satisfied with the class of clerks he secured. Didn't seem to take the least interest in the business, he thought. He wasn't the spur-of-the-moment sort of business man; he studied the clerks and analyzed the clerk problem. His judgment was that the fault was 50 per cent. his own; that, to start with, he didn't take enough interest in his clerks. So he mapped out a careful scheme. He planned to have a ten minute chat with each clerk each day—to answer his questions, help the clerk solve his problems, encourage his staff to study the goods, learn the selling points, the handling of customers, and all the detail the possession of which makes the difference between a raw clerk and a skilled salesman.

Scores of merchants have analyzed the clerk problem in precisely the same way and hit upon practically the same remedy. This man was different. He convinced himself, first of all, that he was right. Then he settled down to carry out his plan, day in and day out. He gave the boys often half an hour each, but never less than the prescribed ten minutes. He set himself with all his heart to take an interest in them. He didn't make salesmen of them all, but he found out within a few weeks who had salesmanship possibilities and business capacity and who were born tired. He filled the places of the latter with new men, put the latter through the same mill, and at the end of six months had a staff possessed of faults, capable of making mistakes, but every one of them trying his noblest to do better every day and gingered up with the idea of making a mark for himself in the hardware business.

The man who is head of a business ought to see to it that he is head in fact as well as in name. It is up to

him to take a good, tight grip on the helm. Particularly in these days a man, to keep clear of the rocks, must have a firm hand on the helm and a keen eye to watch the shoals and reefs. And he must steer with every ounce of brain and energy that's in him.

A good way to start 1915 is just by taking a tighter grip on things, and determining that, come what may, twelve months hence will show a mighty big improvement. There are weak spots in every business. This man is careless about his buying and fails to keep an eye on the markets. His competitor believes in advertising, but not sufficiently to make his copy more than a faint imitation of the real, gingery stuff that advertising copy ought to be. A merchant devises a real, classy scheme for pushing paint sales in the spring, but when spring time comes he merely makes a perfunctory bluff at it. And so it runs on, through every phase of the mercantile calendar.

Get a grip on things for the new year and get your grip firmly set before the new year actually comes in. Your mental attitude toward your business counts for a whole lot more than you think. Convince yourself that there is room for improvement—that the plan you adopt will bring improvement—and you can carry it through.

RECORDERS OF EVENTS.

The disgraceful spectacle Champ Clark made of himself while attempting to address a Detroit audience while maudlin with drink last Wednesday evening was the subject of an article a column or so in length, published in the Detroit Free Press the morning after the occurrence. Evidently there were some people in Detroit who criticised the Free Press for telling the truth and giving the facts to the public, which facts, by the way, were noticed and were known by several hundred people. Following the presumptive criticism, the Free Press made it the subject of a leading editorial in which it expressed its regrets "that it should have fallen to its lot to record the lamentable exhibition that marked the meeting in the Board of Commerce Wednesday evening," going on to say: "The newspapers that printed the account of Mr. Clark's condition did not create the scandal that has grown out of it. They but acted as recorders of events." It is also pointed out that his friends, if they were his friends, acting in his best interests, could have prevented his appearance in public and thus have saved him from the public consequences of his own fault. It is continually happening that when people who ought to know better do things of which they and their friends are afterward ashamed, that somebody criticises the newspapers which published the fact, forgetting that they are only doing their plain duty to those they serve and that they are in no way responsible for the proceedings, however disgraceful, which preceded and warranted the publication. A newspaper is a public insti-

tution which ought to be impartial and whose patrons have the right to expect that it will chronicle everything which occurs, telling the truth about it, no more and no less. When it does not, it fails therein to do its duty. Every day newspapers publish things of this sort, regretfully perhaps, but they come as a necessary part of the day's work. The Detroit papers are to be commended because they did not yield to the doubtless strong and influential pressure brought to bear in behalf of the speaker on the occasion referred to, because their responsibility began only after the occurrence.

INCREASING WHEAT EXPORTS

There is little or no slackening in the enormous export movement of wheat, which has played so important a part in our home position and foreign exchange situation, since the war began. Export sales of wheat in all positions, at Chicago, the Gulf and the Atlantic ports, continue to average over a million bushels per day, and export clearances are also about that figure, counting the working days. For the month of November these clearances are estimated at 24,250,000 bushels, compared with 9,617,000 bushels in November last year, and the aggregate since July 1 is 138,753,000 bushels, compared with 81,497,000 bushels in 1913. Total exports for the full twelve months of the grain-export season last year were 145,500,000 bushels.

The view which observant business men are taking, in regard to the probable continuance of an active and profitable wheat trade, may be judged from the fact that within less than a month, over ten New York stock traders and commission men have bought memberships on the Chicago Board of Trade. They have, no doubt, been induced to give their attention more to grain trading, owing to the absence of Stock Exchange business, but the war experiences have brought them closer in touch with the grain trade, and the war itself has created a speculative sentiment that is difficult to overcome. Memberships have advanced from \$2,000 to \$2,200, with the floating supply fairly cleaned up.

Aside from shipments of wheat to Belgium, orders for export of wheat to Europe have been in evidence from Italy for 1,000,000-bushel lots, which are presumed to be designed for Germany. A number of orders of that size have come to different markets within the past two months and have been accepted. The exporter taking them does not attempt to buy the wheat all at once, but takes a cargo or two a day, depending upon market conditions, and fills them gradually. To have attempted to execute such orders at one time would have unduly excited the market, and made it difficult to get the wheat. They say nothing about the big orders until they are filled.

There are indications that the movement of winter and spring wheat has reached its maximum; but it is expected to continue large for the balance of the month.

SHOUT CHRISTMAS

At Everybody Going By the Store This Month.

The whole plan of store decoration for Christmas, both exterior and interior, should be arranged so that it will shout Christmas at everybody going by the store and everybody entering.

It is not enough at Christmas to have striking window trims and interior merchandise displays.

It adds tone to the whole decorative plan to have a suitable Christmas scheme worked out on the store

obtained from a lumber yard. Nail together two 12x14 inch strips to make each arch as shown in the drawing. The center of the strips should be anchored to the ceiling with a piece of picture wire and the ends nailed to the top of the ledge. Six or eight of the arches should be sufficient for the average store.

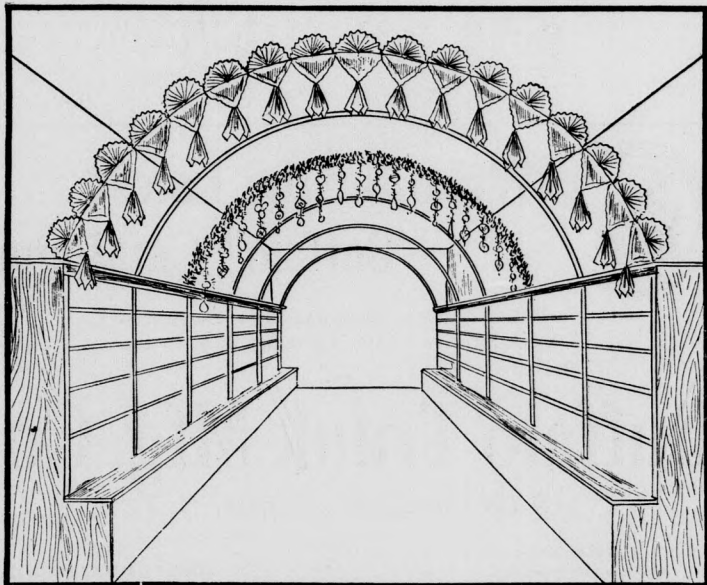
The first arch is trimmed with handkerchiefs. First a row of handkerchiefs folded on the diagonal is laid down over the strips. Then the handkerchiefs caught in the centers are pinned to the corners of the first row at the bottom. Next, handker-

od of making icicles as both sides can be used. Touch up the edges with daubs of light blue paint for shadow effect and sprinkle with diamond dust.

Another method is to make up a rough shape of icicles of cotton batting on wire. Dip this into a solution of gelatine and hang up to dry as shown in the illustration. When it is nearly dry sprinkle with diamond dust.

Still another method is to dip this cotton batting as in No. 2 in a strong solution of borax and water. This will dry, forming crystals on the surface. Repeat the operation if enough crystals are not formed through the first dipping. This solution can be covered with diamond dust in pale green, blue or crimson, thus giving the icicles beautiful variegated effects.

You of course will have on sale plentiful quantities of tinsel and various decorations for Christmas trees. You can expose these for sale and decorate your store at the same time. If there are any columns in your store you can hang long strands of tinsel and Christmas tree decorations upon them in the manner shown by the accompanying drawing.



Interior Store Trim.

front and another general scheme inside, irrespective of the various special merchandising displays.

A pleasing effect for outside decoration can be produced with a few barrel hoops, white muslin, a little red tape, four or five small evergreen wreaths and a little evergreen roping.

In using this you should decide on some wording that you want in place of the conventional Christmas sign. This can be "Toys," "Toy Sale," or something of that kind. The wreaths of evergreen should form either a letter or a word as you may see fit.

Large barrel hoops will serve very well for the foundation of these wreaths. Stretch white muslin over the face of the hoops, getting them covered smoothly. Then have the letters or words painted on the white muslin in bright red in large block letter style. Then wreath the hoops with holly or evergreen roping. Mount them on a narrow board as it will be easier this way to get the letters straight and then they can be hoisted in place all at once. Small evergreens may be used to fill in between the wreaths.

It will add class to the plan to frame the edges of the panes of glass all around with evergreen roping. This scheme set off by a couple of more Christmas window displays certainly will be compelling.

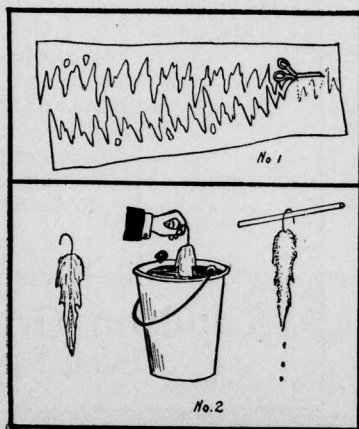
For the interior general display plan a striking effect can be made by making a number of arches over the store from ledge to ledge. Narrow strips for this purpose can be

chiefs plaited across the width and opened in fan effect are pinned on top of the strips.

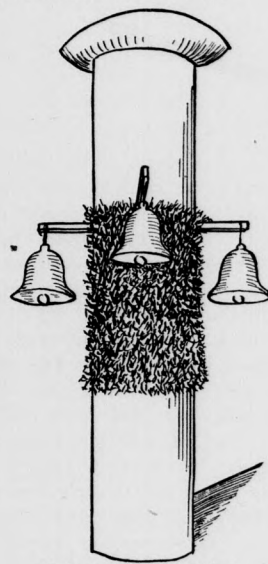
Another method of trimming is shown herewith. In this case the strip is wrapped with evergreen rope, (either real or the cut tissue paper kind). Then short strips of tinsel are hung at intervals along the arch and Christmas tree ornaments attached to these. If you so desire you may alternate the strips between the holly and evergreen decorative plan.

In making up some of the various interior and window display units you may need some imitation icicles. These are easily and quickly made.

One method is to cut them out of white felt, sheet wadding or a good quality of good cotton flannel. Take a long strip 18 inches wide and cut a zig-zag line through the center. This is a rapid and inexpensive meth-



Making Icicles.



Column Decoration.

Loosen the staple of an ordinary barrel hoop and fasten it around the column, suspending it from the ceiling by means of strands of tinsel. Then hang tinsel about two-thirds of the way to the floor. Have the strands of miscellaneous length, and fasten a Christmas tree ornament on the end of each.

If there are no columns in your store you can get practically the same effect by suspending the barrel hoop from the ceiling and attaching the tinsel as above directed. Use four pieces of tinsel to attach the hoop to the ceiling.

Right under one of these displays is a good place to put a card saying, "Buy Your Christmas Decorating Material Now," or something of that kind.

There are a number of simple contrivances for displaying merchandise which will bring out its good points and add to the general Christmas effect of the store. Take, for instance, the illustration of the stair steps. This is nothing more nor less than a

series of four steps. These can be cut out of boxes. On the top a couple of small evergreens can be mounted and on the steps can be arranged almost any kind of merchandise. The construction of this is very easily seen from the drawing and it is not necessary to fill in all the details here.

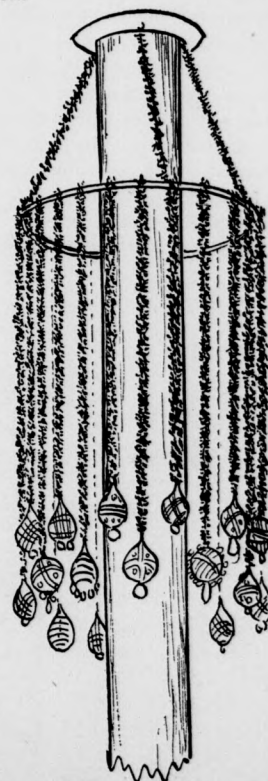
Another appropriate Christmas decoration can be made along the line of the Santa Claus Log Cabin Booth. Make the frame out of common lumber. It should be high enough for a clerk to stand in. Cover it with imitation bark paper or red crepe paper. The roof can be covered with laths or small wooden strips and icicles cut out of cotton batting or sheet wadding. The chimney can be made out of wood covered with red cambric or red crepe paper and the spaces for the brick marked out in white chalk. Some more cotton batting to represent snow and your trim will be complete. The imitation bark paper is twenty inches wide. It can be purchased for about 10 cents a yard.

You should be very careful not to get gas lights near this cotton batting, as you likely will have a fire on your hands if you do.

Here's the way to make an interior trim of tinsel and Christmas bells:

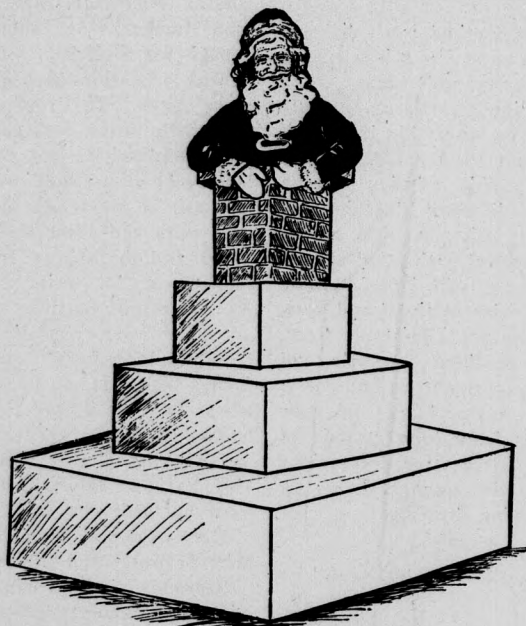
Festoons pictured can be made up of tree ornaments, as shown in the drawing. Merely drape festoons of tinsel on the lighting fixtures in the store. Begin at F and drape to G, then to H, and so on. Then begin and drape festoons crosswise as from F to A, G to C, H to E, and so on. Follow the same plan in extending the tinsel to the opposite side of the store. Then drape the tinsel from the lights to points on the shelves, one-half way between, as from F to B to G. Then from G to D to H, and so on.

The plan is finished by hanging red paper bells in the center of each festoon.



Tinsel Display.

A platform for the interior display of Christmas goods may be built around a post or in an open space on the floor. The best method is to build three platforms out of inch lumber and build them up in a sort of pyramid. These should be perfectly rigid so there will be no danger of collapse in the midst of a Christmas crowd with accompanying damage to goods.



Santa Claus Platform.

The first platform should be about 24 inches, the second about 18 inches and the third about 15 inches. All three should be covered with red cambric.

On the top build a framework in the shape of a chimney and cover with brick crepe paper, or mark bricks on the red cambric with white chalk.

Coming out at the top put a Santa Claus figure. A Santa suit can be stuffed out for the body, mittens for the hands and a Santa mask and cap stuffed out for the head. If you can borrow an old wax head from a clothing store to use the mask and cap on you can get a better effect.

Nearly any line of Christmas goods can be displayed on the platform.

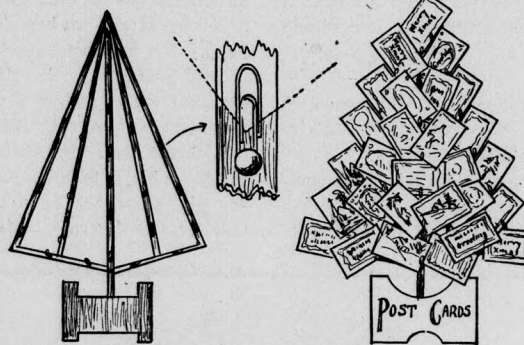
Postcards, one of your popular Christmas lines, can be made even more popular if you can get away from the usual method of displaying them.

A very pleasing display is the postcard Christmas tree illustrated in the accompanying drawing. First make a skeleton frame of thin strips of wood. The frame should be 4 or 5 feet high and 2½ to 3 feet across at its widest point. Five long and two wide strips of wood are sufficient. Nail the strips together in the form shown in the drawing and at intervals attach wire clips to the strips, using

Fill in between the holly boxes with small sprays of natural holly. In this way the strips will be completely covered and a very strong Christmas effect gained. At the top where the two strips meet fasten a wreath of

holly. Inside the wreath can be a card calling attention to the particular gifts on display. On the counters can be shown holly boxes for sale and also gifts in holly boxes.

Here is another good way to utilize



A Postcard Christmas Tree.



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.

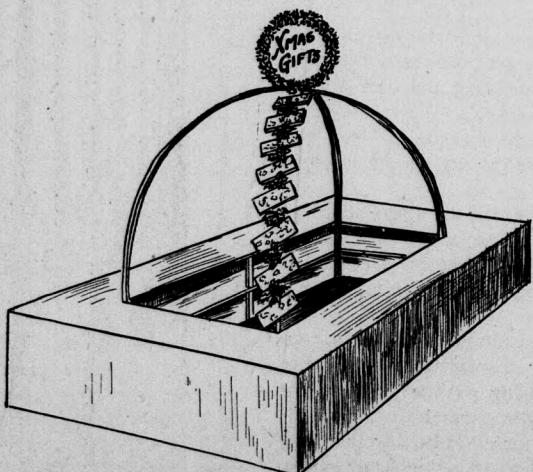
THE
SOLID CONSTRUCTION
LINE



We Want You To Know That "WHITE HOUSE"

is the very finest, most dependable, most uniform and satisfactory Coffee on earth; and we want to have you understand that it is the principal table beverage of thousands upon thousands of families who drink it *exclusively*; and that no sort of inducement could be offered to cause them to change to some other brand

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



Special Display Booth.

ize posts in the store to help out in the general Christmas decorating plan. You can alternate this plan with the other one illustrated and thus give variety to the post decoration.

Make a collar of strap iron to fit around the post. Attach this by wiring the ends together and drawing up tight. To the collar fasten four short wooden brackets painted white and from the end of each of these hang a red tissue paper Christmas bell. For two or three feet below the bells wrap the post with white

by the illustration and need not be enlarged on here. It should extend about $3\frac{1}{2}$ to 4 feet above the top of the counter. This booth is well adapted for the display of handkerchiefs, neckwear and similar dry goods specialties. The merchandise can be shown in a variety of shapes on the overhead part. The uprights can be decorated with various kinds of Christmas material. Then on the counters or tables can be arranged the merchandise.

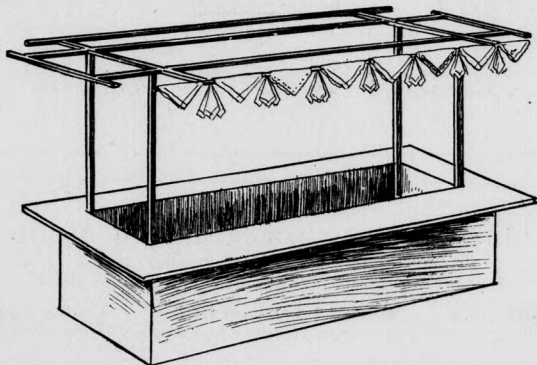
Building overhead racks for coun-

and see. Some of those boxes and boards over there are just the things for making such displays. You have plenty of crepe paper in your stock. It is an easy matter to get a hammer and a saw. All right. Let's go to it then and build a few real fixtures for showing Christmas merchandise in the store.

A plan for a rack is suggested herewith. Nail upright strips to the ends of the counter. These should be $3\frac{1}{2}$ to 4 feet high. Then make

will help transform it into a place of Christmas beauty.

For making a special Christmas display table here is a very workable plan. Take any table and on top of this arrange large flat boxes in three decks as shown by the drawing. Or make the decks out of lumber. Then at each corner of the table nail two boards 6 or 8 inches wide and about 3 feet high. In the center at each side nail a single board. Cover these upright boards with decorated crepe



Overhead Counter Rack.

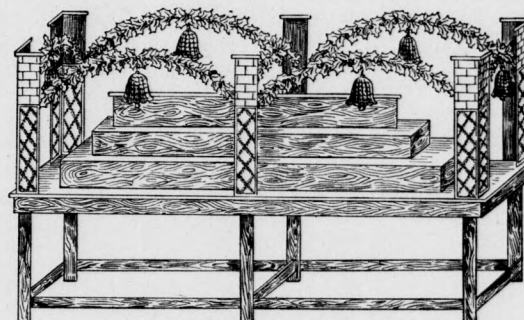
or green tissue paper roping. This can be either in a spiral effect or arranged in a solid mass.

Another idea for a Christmas booth can be worked out as follows:

Arrange the counters or tables in accordance with the amount of space you have to spare and then build up over this an overhead counter rack like that shown in the drawing. The construction of this is plainly shown

ter displays is one of the most effective things you can do to create the Christmas atmosphere in your store.

About all you need to expend to get extremely desirable effects from this class of decoration is a little time in studying out the details and a little work in applying them. As for material you have plenty of it right now. No? Well just step down into your basement



A Christmas Table.

two curved top pieces by cutting them out of a strong barrel hoop. After nailing these curved pieces in position nail up the cross pieces as shown in the drawing. Wrap these strips with crepe paper cut three inches wide. Decorated crepe paper printed in a holly design gives a novel effect.

A rack like this is good for showing dolls, toys, handkerchiefs, hosiery, neckwear and a variety of other Christmas items. Two or three of them on each side of the store, if you have that much counter space,

paper, Christmas pattern. Then between the 6 uprights nail 4 pieces of thin molding to form arches. Cover the arches with holly and at the center of each underneath hang a red paper Christmas bell. This table scheme is well adapted to the display of small items.—Butler Way.

Two swelled heads are worse than none.

The path of By-and-By leads to Nowhere.

The fact

That in KC Baking Powder you can give your customers better value—guaranteed satisfaction in every can—and

The further fact

That it nets the dealer a larger profit than any other standard brand, are

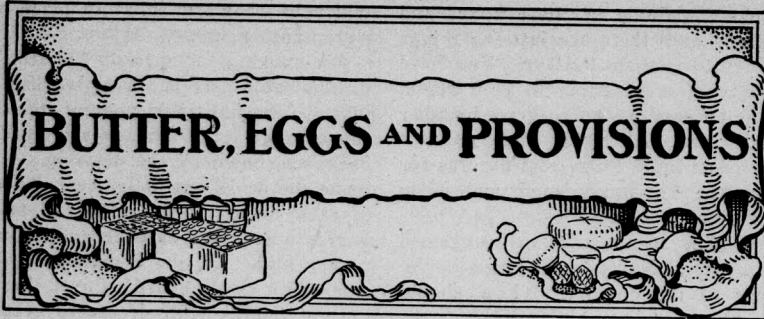
two good sound reasons

why you, Mr. Grocer, should find it well worth while—to never miss an opportunity—to recommend

KC BAKING POWDER

Complies with all pure food laws. Every can guaranteed.





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.

Reasons Why Apples Should Be Cold Stored.*

In view of market conditions and the large production American apples this season, specialists of the Department of Agriculture call the attention of apple growers to the advantages of cold storage for steadying the market at harvest and for lengthening the selling period.

Glutting of the market will result, it is feared, in many thousands of barrels of good apples rotting in the orchard or being disposed of at prices which figure a net loss to the grower.

The following are the directions given by the apple handling specialists of the Department for using cold storage successfully in handling apples:

The proper function of cold storage is to retard the ripening processes of the fruit and the development of decay or organisms and skin blemishes. The first responsibility for the keeping quality of his fruit rests with the grower, since it is his growing and handling methods that largely determine its vitality, freedom from disease, and general condition when stored. Cold storage is not a remedy or a restorative for poorly developed, weak, imperfect fruit, but is the most effective method of preserving the quality, flavor and appearance possessed by the fruit at time of picking.

The first step in successful cold storage of apples has been found to lie in the practice of such cultural, spraying and pruning methods as ensure production of sound, healthy, well-colored fruit, free from disease. Assuming this as the first requisite, the following factors have been found to most influence the keeping quality of the fruit, and furnish best conditions for long storage:

1. Proper maturity at time of picking.
2. Care in handling operations.
3. Prompt storage after picking.
4. A proper storage temperature.

Careful and extensive investigations have demonstrated that the fruit picked at full maturity can be held for a longer period in storage, and is less affected by scald and decay, than that picked when somewhat immature. Two important commercial varieties, Rome Beauty and Winesap, have been found to be especially susceptible to scald during storage, if picked pre-

*U. S. Department of Agriculture to Crop Correspondents.

maturely. There is no doubt that several thousand dollars are lost to the industry each year through the improper picking of these two varieties alone. The results emphasize strongly that more care and attention should be paid to this detail of the harvesting operations than is usually the case.

By full maturity, however, is not meant over-maturity, which may cause fully as heavy losses as immaturity. Each grower should study his own fruit and his own conditions in order to determine the proper picking state. Probably the most reliable single indication of maturity is the whitening or slight yellowing of the "ground color" or the fruit. This is the color underlying the blush or red color and should not be confused with the latter.

Care in all handling operations is the second important requisite of successful storage. A class of fungi, of which the common blue mold is an example, are known to be unable to attack and cause decay of healthy, uninjured fruit. In spite of this fact, very serious rots both in storage and in transit to market are the work of fungi of this type, and the largest contributory cause in all cases is bruising or skin kreaking suffered by the fruit in the picking and packing operations. Microscopic bruises and breaks in the skin are large enough to afford entrance to the spores of these fungi and the necessity for the utmost care in all operations connected with the handling of the fruit to avoid bruising and mechanical injuries is more urgent than most growers realize.

There is a marked difference in condition between the fruit stored promptly after picking, say not more than two days later, and otherwise comparable lots of which the storage is delayed ten days or two weeks. Such delay is especially injurious during a period of warm, humid weather. The delayed fruit at withdrawal from storage is riper, yellower and duller than the corresponding "immediate" stored fruit, and in addition develops more serious scald and decay. The importance of eliminating all avoidable delay in storing cannot be too strongly emphasized.

Thirty-one deg. to 32 deg. F. is the standard storage temperature for apples, and this has been found to be the best for long keeping of the fruit. Higher temperatures permit the ripening of the fruit to advance more rapidly than at 31 to 32 deg. F., with the result that the fruit at these temperatures reached the end of its storage life much sooner. In addition, the lower temperature retards most effectively

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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.

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 development of fungus decays and skin blemishes. For a short storage period higher temperatures may be used without serious trouble, especially with the better keeping varieties, but for long keeping, 31 to 32 deg. F. will best maintain the color, quality and texture of the fruit.

Apples should be withdrawn from storage while still firm, and in this condition can be held on the market in satisfactory shape for several days or weeks. If allowed to become excessively overripe in storage, however, they will break down very fast on withdrawal. Apples from 32 deg. F. will, as a rule, hold in better condition after withdrawal from storage than will comparable lots from higher temperatures.

There are several other factors affecting the behavior of apples in storage, but those discussed have been found to be of greater importance, and their proper control will solve a large percentage of present serious difficulties.

Cold Storing Summer Eggs.

The writer has had quite a long experience in carrying so-called hot weather eggs, and this experience leads him to believe that if the quality of midsummer eggs is good that they can be kept in practically perfect conditions for three to four months if necessary. This is rather contrary to the common belief that if such eggs are kept at 20 to 30 deg., that after several weeks they will show a shadow at the line of shrinkage. I have never noticed any such result and this condition might have been owing to something exceptional or out of the ordinary. There is no reason why warm weather eggs will not stand a temperature of 30 deg. F. as well as the early laid eggs, providing they are cooled rather slowly when put into storage. Do not be in a hurry to get the temperature down on them. If they are put into a room of 40 deg. and the temperature reduced after a week to 30 deg., you should get the very best results. We can see no reason why warm weather eggs should be carried at 35 to 40 deg. F. as suggested. The low temperature is even more necessary on defective eggs than it is on those which are unaffected by heat, as would be the case in storing eggs during the month of April or May.

It might be suggested in passing that there will be a greater loss in candling out summer eggs if they are stored for a period of three to four months than there would be on spring eggs taking them out of storage at the same time. A very common loss on the summer eggs would be about two or three dozen to the case where spring eggs need not lose but a few eggs to the case if any. Those eggs which do not candle out from the summer eggs, however, should be in prime condition showing no more shrinkage than early stored eggs and less of the "off" flavor common to storage eggs. If the eggs are only stored from four to seven weeks as suggested there is no reason why they would not be equal to the average egg which is marketed during the fall of the year. Madison Cooper.

Educating the Public to Use More Eggs.

Chicago, Nov. 24—A comprehensive plan of education to be conducted for the benefit of the public in the buying of eggs is to be undertaken by the interests in the produce district, according to a rumor which was on the street this week. The campaign will have for its main purpose the removal of the unreasonable and unfair prejudice which exists against storage eggs. Another general purpose of the plan will be to teach the public to eat eggs, and to bring them into greater favor in general. The scheme includes the placing of advertising in the local newspapers and the mailing of circulars to housewives, lists of whom will be furnished by retail grocers. The expense of the campaign, when distributed among a large number of dealers, will not be heavy enough to be felt by any one participant.

Speculators in this market are said to be buying a large number of roosters at the prevailing price, which is low compared to other years. The reason for this activity is the large number of cocks which have come to this city as a manifestation of the campaign against the he-chickens which has been conducted in the Western states to prevent the over-fertilization of eggs. The speculators figure that at the present rates there will be a shortage of roosters by next spring. They also expect a new demand from the canners and from other sources which are not making themselves a factor in the present market.

Shippers who have had eggs on hand need not figure them as a complete loss. According to testimony brought out in a local court last week, there is a fine market for them here in Chicago. The case was that of the Perfection Egg Company, which was haled to the bar of justice by inspectors from both city and State pure food departments. Dr. J. R. Kelso, city food inspector, and J. T. Sullivan, of the State pure food department, were on the stand for several hours. They declared that they had visited the plant of the company at the address mentioned and there found the odor of ammonia, which as is commonly known, is used to keep down the odor of bad eggs. The pure food men declared that they had also found a number of girls, known as "egg openers" breaking the shells of the bad eggs and removing the contents in a most insanitary manner. When Superintendent W. L. Carleton, in charge of the plant, was called to the stand he could not remember the visit of the officers or the conversation which they had with him, according to their testimony. After the jury in the case was out for seven hours they returned a verdict of guilty. Sentence on the company had not yet been pronounced. The decision involves the confiscation by the State authorities of fifty-two loads of eggs in the possession of the company and a possible penalty for the owners. The case caused quite a little comment among the commission house men, as it set a sort of precedent which can be used to make things warm by the State authorities if they have a mind to take further action.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.
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HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products



HOLLY DAYS

Are Confection Days

Mapleine

is indispensable for flavoring and coloring bouillons, icings, candies, ice cream.

Order yours from

Louis Hilfer Co.
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Crescent Mfg. Co., Seattle, Wash.



Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.

Make Out Your Bills

THE EASIEST WAY

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

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan



"Little Buster" POP CORN

Hulless Australian Rice Pop Corn is what this variety is usually called. It is really a Dwarf Rice variety. The hull is very thin and seems to disappear in popping; at least the hull is not noticed when eating.

*"It's the Sweetest, Tenderest
Corn You Ever Tasted."*

Try it yourself; you'll use it every day in your own home.

Little Buster is sure to become a favorite. A repeater. Fine profit.

Tell Your Jobber to Send a Case.

THE ALBERT DICKINSON CO.
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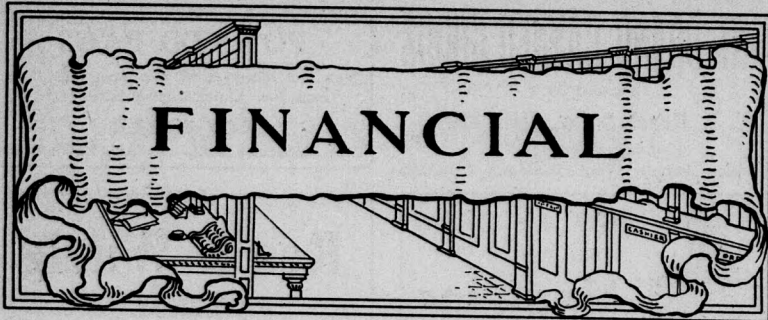
Write or wire us when ever you have POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots



Several depositors of the defunct private Bank of George W. and F. T. Moore, of Capac, represented by Attorney Warren S. Stone, of Mt. Clemens, recently appeared before Gov. Ferris, asking him to use his good offices in seeing to it that a proper investigation is made relative to prosecutions. The Bank failed in 1912 and it is the claim of the creditors that the prosecuting attorney will not start the proceedings they deem should be started. The claim is made that about \$300,000 was lost by depositors and no likelihood of anything being returned. A claim was also advanced that the receiver is somewhat slow in his efforts to clear up matters. While making no promises, the Governor said he would go over the pile of affidavits and testimony left him and see what action he could take. The Attorney-General and State Banking Department were represented at the hearing. The depositors want the Governor to name a special investigator.

A plan originated by J. L. Carman, of the Marine City Savings Bank, for the improvement of the roads leading to Marine City, has 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.

J. J. Veldman, savings teller of the Cadillac State Bank, has been promoted to paying teller in the same Bank, vice Ernest J. Parker resigned. Arthur J. Martz, formerly with the Big Rapids Savings Bank, has accepted the position with the Cadillac State Bank as savings teller.

C. B. Warren, of Detroit, is said to be associated with a party of capitalists who have in view the organization of a new bank to have a capital of \$100,000.

George B. Caldwell, Vice-President of the Continental & Commercial Trust & Savings Bank, and manager of the bond department of that institution, retired Dec. 1 from the banking field to become President of the Sperry & Hutchinson Co. and the Hamilton Corporation of New York. He succeeds the late T. A. Sperry, who founded the firm of Sperry & Hutchinson Co. Mr. Caldwell's headquarters will be in New York, where the companies he is in control of have been established for years in the merchandise premium business. Mr. Caldwell has been known in the West-

ern banking field for his thorough knowledge of bonds and wide acquaintanceship with investors. He founded the Investment Bankers Association and served two terms as its President with distinction. He was manager of the bond department of the American Trust & Savings Bank when the Continental took it over and retained his position, being subsequently elected Vice-President of the Continental & Commercial Trust. His opinion on investments was widely sought and his fund of information concerning the value of securities made him invaluable to the newspaper fraternity of Chicago as well as the Continental & Commercial Bank's clientele.

The fact that rediscounts, at all of the twelve regional reserve banks before last week, amounted by the returns to only \$1,776,000, and that the total rediscounted paper held at the end of the week was only \$7,383,000, led to comment, in some quarters, at the apparent absence of response to the new facilities. The circumstances made the results in the preceding fortnight hardly a fair test. Not only was the experiment new to the banks from which commercial paper would be received for rediscount, but the situation on the open money market was so exceptional in character as to make difficult the adapting of a member bank's policy to the new and untried methods. The system was, indeed, introduced at the moment when money was growing plentiful again, when rates at individual banks were falling, and when the official reserve bank rates, established in the middle of November, were already, for the most part, out of proper relation with the market.

Such a condition will not last. In the meantime, the new governor of the Federal Reserve Board, speaking last Thursday at the New York Chamber of Commerce, pointed out certain other results which the new banking regime will certainly bring about. Mr. Hamlin did not predict that it will end financial panics; the truth being that, "if business expands unduly under the spirit of speculation, the day of reckoning will come, in the future as in the past;" "the air bubble will ultimately burst."

But the reserve banks, he continued, will have the power, hitherto exercised by nobody, to check such credit inflation by raising the price at which paper can be rediscounted—and there would be no absence of demand for rediscount, with the expanded

The Old National Bank

GRAND RAPIDS, MICH.

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

Fourth National Bank

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Deposits

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Per Cent
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Savings
Deposits

Compounded
Semi-Annually

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President
John W. Blodgett,
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L. Z. Caulkin,
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Assistant Cashier

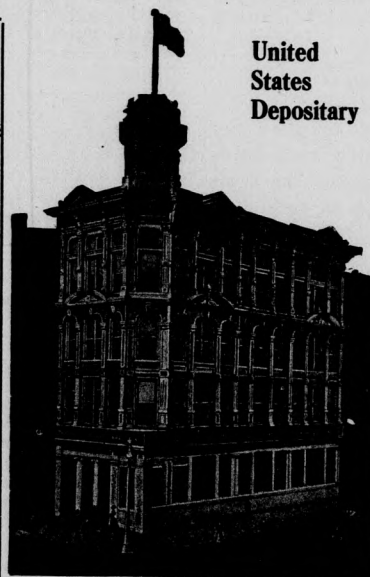
United
States
Depository

Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



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

loans of a financial boom. Furthermore, there is one form of panic which the Federal reserve system will end forever—the panic characterized “by a struggle for self-preservation between bank and bank, and individual and individual, and by ultimate hoarding by the people.” With the rediscount and note-issue facilities of the new reserve banks, instantaneously available, this form of panic, the most familiar to our people, will hardly be seen again.

It may be pointed out, also, that even the partial and imperfect machinery of the Aldrich-Vreeland Act has wholly prevented, in the war crisis, the premium on currency of 1907 and 1893, and has practically prevented the hoarding of cash by individuals. It will remain, in future emergencies of the sort, for the new banking organization to prevent also the hoarding of capital and credit by the banks.

An unquestionable stimulus to business is now discernible in Grand Rapids and territory tributary to this section. It is not general, but embraces a wide variety of lines, and to observant interest has all the earmarks of permanency. The principal underlying influences have been a loosening up of purse strings at the banks.

This turn in events must not be construed as meaning that Grand Rapids is looking for any sudden forward leap in trade activity; on the contrary, the stand is taken that improvement will necessarily be slow and gradual. Complaint is also heard of the low prices at which business is being done. But granting all this, a genuine hopefulness has been engendered by the fact that with the first evidence of stiffening of quotations this week, buyers tried to “cover” at the low level.

Industrially, Grand Rapids is operating at 5 to 10 per cent. greater capacity than was reported in September. That is equivalent to saying that a 50 per cent. ratio has been established. In some branches producers say that business is not far below that of last year at this time. Others claim their business is as dull as it has been at any stage in the last twelve months. These divergencies are inevitable. Collectively, however, trade is improving noticeably, and the feeling is that 1915 is going to be a period of revival, especially when the new Federal reserve banking system is providing assurance of financial soundness that will encourage enterprise.

Tangible Reasons for Reviving Financial Cheerfulness.

New York, Dec. 7—Until this present week the improvement in financial sentiment that had been witnessed was due chiefly to the fact that certain things had not happened. It is true that we had the emergency protective measures, the “city loan pool,” and the “gold pool,” and finally the opening of the Federal reserve banks; but the dominant influence always was the fact that the course of events had not been as disastrous as financial apprehension had predicted. This week the very

noteworthy increase in financial cheerfulness was traceable to specific occurrences of an unquestionable favorable character. These specific incidents were four in number—appearance of the investor, in an aggressive way, in the market for securities; relapse in money rates to entirely normal figures, the lowest since the war began; final retirement of the Clearing-House loan certificates at New York, and exceedingly rapid calling in of the emergency banknote currency.

Both inside and outside the Stock Exchange there have been visible evidences of a strong investment demand for securities, even at rising prices. The support from these home buyers was distinctly in evidence, not only and perhaps not chiefly in the restricted Stock Exchange bond market, but in the equally broad outside market for short-term notes, and even in the buying of stocks above the stipulated minimum, under the auspices of the Stock Exchange at New York and at eight or nine other cities where trading has just been resumed.

In the money market, banks which would not lend in the early wartime demand loan market at $3\frac{1}{2}$ per cent.; this week pressing large sums on the demand loan market at $3\frac{1}{2}$ per cent., where in August a 50 per cent. margin of collateral was insisted on, 25 per cent. was this week accepted freely, and in special cases the usual 20 per cent. of normal trading days accepted. In advance of the fall in rates for three-months loans to nearly 4 per cent.—much the lowest of the whole war period—nearly all of the Federal reserve banks at interior cities lowered their own official rediscount rates by $\frac{1}{2}$ per cent. Commercial paper, which as recently as the second week of October sold at 7 and 8 per cent., got down, for high-grade lines, to $4\frac{1}{2}$ per cent. last Thursday.

Last Tuesday the New York Clearing House officials announced that all loan certificates issued by the banks here had been retired and it is now announced that, within a few days from now, issues of loan certificates in the ten other cities which adopted them in August will be extinguished.

Along with this, the emergency bank-note currency has this week shown signs of rapidly and automatically disappearing from the scene. At New York, after rising from \$41,700,000 August 1 to \$146,200,000 October 17, bank circulation had already fallen back by last Saturday to \$91,900,000, and this week the net payment of \$34,200,000 by New York banks to the Treasury has largely represented the further rapid process of cancellation.

All of these varying movements have in reality had a common cause—the community's recognition of the fact that the war panic and the immediate aftermath of compulsory readjustment had ruin their course, that protective expedients and the atmosphere of distrust and apprehension were no longer necessary elements in the situation, and that a genuine process of recovery was under way. How fast and how far that recuperative process is to go is another question. We are dealing in these days with powerful economic forces which have been widely diverted from their normal channels of operation, and with conditions whose actual bearing on finance our experience gives no opportunity for measuring. Nevertheless, a market which presents such evidence of seeing clear weather ahead as the market of this week has presented, is itself a reason for financial cheerfulness.

In Another Bond Market.

Chicago, Dec. 8—Increasing activity is in evidence this week on the bond market and indications are that it will continue. Bond houses that have been striving to enlarge their business, after the long period of suspended activity, are now meeting sub-

stantial results. The market feels that henceforth there is to be a good business in investment securities, for the market has just waked up to the fact that a very large volume of investment money, which has had practically no outlet since the end of July, is now seeking securities.

This state of things is most noticeable in the increasing calls for small bonds, which are growing more popular. Municipal issues are still the most active of the list, as they have been for some time past, and now the supply has been reduced to small proportions. For railroad and corporation bonds there is not so much call, and their tone has lately been somewhat easier, except for special issues, which have advanced with municipal securities.

Whether the bonds which have lately advanced will hold their present level, remains to be seen. In some cases, brokers are meeting more offerings, which may affect values if continued. A great deal of financing has to be done within the next six months. Many short-time notes are due, and many have to be renewed, for their makers are in no fix financially to care for them.

These notes are, however, being bought extensively by bankers in lieu of commercial paper, because they carry a better rate. Long-time notes, which can be had to better advantage than short maturities, are meantime in fair demand. And meantime, the predicted heavy foreign selling of our securities does not yet seem to be materializing.

The Easier Money Market.

Chicago, Dec. 8—With a lowering of the interest rates on short maturities to $5\frac{1}{2}$ per cent., and on longer issues to 6 per cent., there has been a further easing of rates at banks generally. Some money is being put out as low as 5 per cent., where the borrowers carry large balances with the banks, but most still goes at $5\frac{1}{2}$ to 6 per cent.

One local banker has made good-sized loans to Omaha and Kansas City grain men to run six months at 6 per cent., while at the same time he put out loans to local interests at 5 and $5\frac{1}{2}$ per cent. One of the local stock brokerage houses secured six months money in New York at $4\frac{3}{4}$

per cent. Grain and mercantile interests are using money freely, and are in the market constantly. Meantime, mercantile and manufacturing interests who have suffered and are suffering from slow collections have to be assisted. Those who will not be able to meet their maturing loans are to be helped out by renewals until they can make the turnover and get on the right side again.

Over \$20,000,000 worth of commercial paper has been bought by local banks in the past three weeks; some brokers place the figures higher. Rates are now 5 to 6 per cent., with a great deal of business at $5\frac{1}{2}$ per cent. Supplies are light, and banks continue to buy. Some of the largest makers of paper are said to be preparing to put out substantial amounts when a $4\frac{1}{2}$ per cent. rate is secured. A few are expected to take advantage of the 5 per cent. rate, and do a lot of business. Bank deposits here have changed little during the week.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$400,000

Resources

8 Million Dollars

3 $\frac{1}{2}$ 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

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.

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.

**Toy, Candy and Doll Window Trim.**

For making this combination window of toys, dolls and candy here is what you need:

Merchandise.

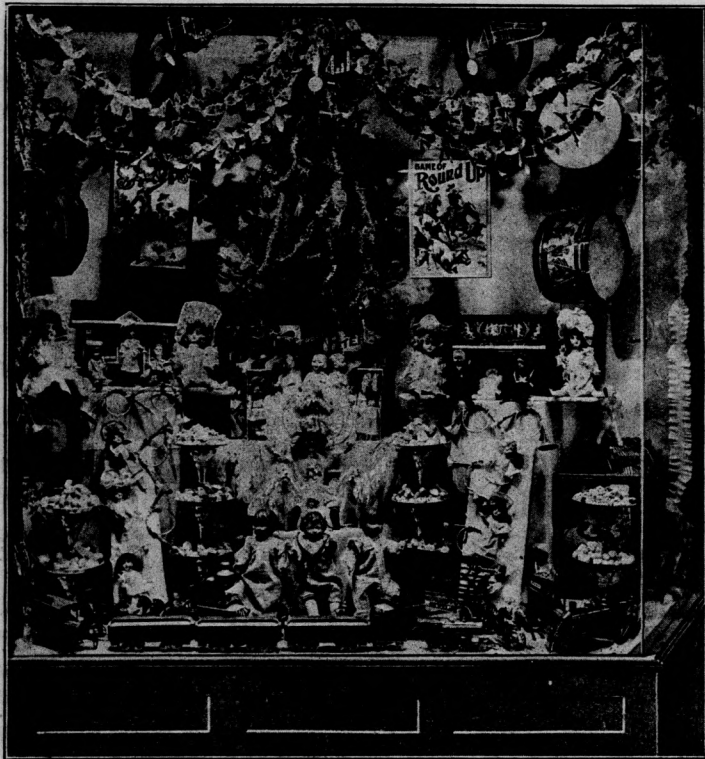
- ½ dozen Drums.
- ½ dozen Airships.
- ½ dozen Miscellaneous Games.
- 2 dozen Assorted Dolls.
- 1 Doll House.
- 1 Toy Piano.

- 1 Large Train.
- 1 Especially Large Doll.
- 1 dozen Horns.
- 1 Large Fire Engine.

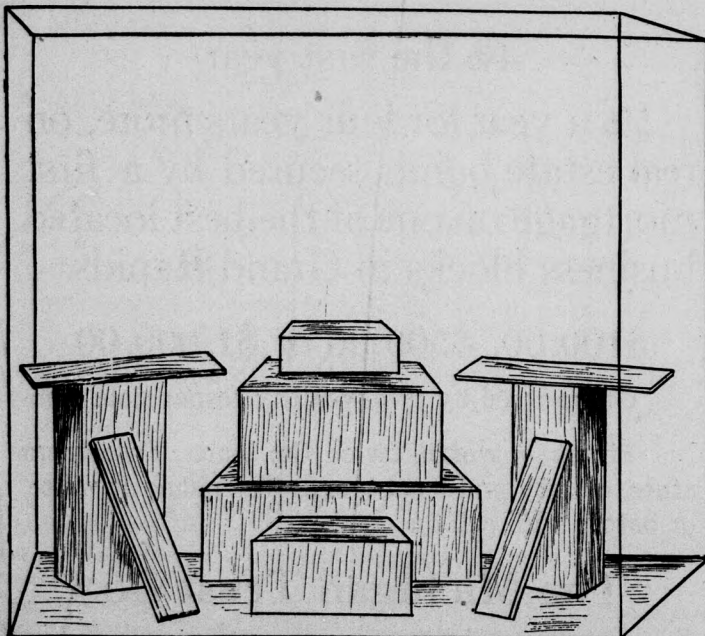
1 dozen miscellaneous toys, such as fire engines, trains, automobiles and so forth.

Equipment.

- 4 Good Size Wooden Boxes.
- 2 Small Wooden Boxes.
- 4 6 inch Boards, about 30 in. long.



Photograph of Window.



Drawing of Fixtures.

Ha-Ka-Rac



No. 1970

KNIT COATS for the little ones are becoming an important part of the knit goods business. The numbers listed below will enable the dealer to meet competition and build up a substantial trade that will later defy all competitors. Look these numbers over carefully.

No. 1970...\$9
Oxford, Cardinal, Navy and White

No. 1966...\$8.50
Oxford, Cardinal, Navy and White

No. 1965...\$7.50
Oxford, Cardinal and White

No. 1902...\$4.50
Oxford, Cardinal and White

—
THE PERRY GLOVE & MITTEN CO.
PERRY, MICH.

A Good Display of Handkerchiefs

During the holidays attracts attention
and shows increased sales



It's worth a trial, and if your stock needs replenishing then take a look at our line. We have good values that can be retailed at one to fifty cents each. Our salesmen are showing the samples.

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

- 1 Medium Size Christmas Tree.
- A quantity of Tinsel and Christmas Tree Decoration.
- A box of Japanese Holly Garland.
- 2 Christmas Wreaths.
- 2 Santa Claus Masks.
- Plenty of Price Tickets.

Here is a handsome display of toys, candy and dolls which will work hard in pulling trade to your store if you give it the right kind of chance. There are very few items of merchandise in the display, most of the space being taken up with the decorative material.

The first thing is to cover the background with light blue or red crepe paper. Be sure that the work is neatly done. Then arrange the boxes and boards as shown in the drawing after covering them with crepe paper of the same color as the background. These boxes and boards should be of the same relative size as shown in the drawing. Almost any ordinary size will do.

After getting the fixtures in position, put up a small Christmas tree on the center unit and decorate it as tastefully as possible with tinsel and the Christmas tree ornaments. Then festoon some of the Japanese holly garland from the top of the tree to both ends of the window. About three strands of the holly garland hung in graceful loops two or three inches apart looks well. Then run a strand or two of holly garland or tinsel down each end of the window next to the glass. Next hang a Christmas wreath to the top of the window immediately over the holly garland festoon. This is about all you have to do in the way of special decorating and now nothing remains but to put in the merchandise.

Hang two airships at the top of the window near the wreaths. Then to each corner of the window suspend two drums fastened together with strings one under the other. On each side of the Christmas tree pin to the background a box containing some game. Have the box as large and showy as possible.

Now for the center unit. This is quickly and easily arranged. Merely lean two boxes of games against the box on which the Christmas tree rests. In front of this place three character dolls and on either side of these a doll in a box. Below these put the largest and showiest doll you have in stock. Group around this doll some woolly dogs or other animal toys. Then in front on the last box put three large character dolls, giving them as good a display as possible.

Next comes the left unit on the top. This consists of a doll house, two large dolls and three small ones arranged as shown in the photograph. To the boards extending down to the front pin four horns and three medium size dolls.

The unit on the right is made the same way only we have used a piano instead of a doll house.

All done now but the floor plan. The prominent feature of this is candy. Display the candy by means of pie plates and glass vases. Merely put a pie plate on top of a glass vase and fill the pie plate full of candy.

Arrange another glass vase and pie plate the same way and put this on top of the first. You will observe that we have four units of candy in the display, two made out of two pie plates and vases and two made out of three pie plates and vases. Arrange these as shown in the photograph and then fill up the rest of the space with miscellaneous toys.

This same plan of arranging candy can be used in nearly every Christmas display. It is a very attractive method and a very wise one to use for the reason that there is very little damage to the stock. Not much candy is necessary for carrying out the display plan.—Butler Way.

Credit Encourages the Extravagant Wives.

That the extension of credit by the merchant to his retail trade is as much of a curse as a convenience, because it frequently is a means of inducing customers to purchase beyond the limit of their pocketbooks, was stated recently by J. Arthur Ritchie, Secretary of the Cleveland Retail Credit Men's Association.

He said that while the extension of credit is in many ways a means of gaining customers for merchants, at the same time it has to be well guarded, because of features which militate against it.

"Credit," he said, "often begets extravagance by inducing men and women to purchase far beyond their means. It is one of the greatest moral issues which the country has to face to-day.

"You may believe it or not, but universal granting of credit is one of the most potent factors in the much-talked-of high cost of living.

"I have seen the pitiful and tragic side of credit extension. I have seen husbands by the score come to our organization and ask the officials to notify credit men in Cleveland's stores not to sell any more goods on credit to their wives, because they did not know when to stop buying.

"Every merchant owes to his municipality the civic duty of educating people against extravagance. Extravagant credit customers never do a merchant much good.

"To tempt or persuade a customer by advertisements to buy beyond his means is unethical and no act of a business gentleman."

Mr. Ritchie also said that, a credit customer usually was treated with more consideration than a cash buyer.

A Famine in Buttons

One of the results of the war is a famine in buttons. About a year and a half ago Germany put Galalith buttons, made of compressed milk, on the market, and they quickly captured every possible branch of the dress-making trade by reason of their beauty and many varieties in which they were produced, from huge wonderful colored solid-looking buttons for big coats to delicate, exotic small buttons for plain tailored blouses.

Many of the most popular plain blouses of last season depended for decoration upon bright, cherry-shaped buttons. This year manufacturers are

menaced with the difficulty of finding a substitute.

Requests for muffs for the soldiers may cause a few persons to laugh in ridicule, but a German officer has appealed to the women of his country to sacrifice their furs and send them to the German troops in the Western campaign, that they may keep warm in the trenches. Women know how warm their hands are in a muff, and they can appreciate that a soldier with fingers stiffened by the cold can not shoot very straight. If the German soldiers take to carrying muffs the Allies may follow suit.

In three months the Panama Canal shipments have amounted to more than a million tons, and at the present

rate the canal will carry from six to seven times as much in a year as the old Panama Railroad did in two years. The Eastbound traffic has been in excess of Westbound traffic so far. It is expected the tonnage will keep on increasing and a still better showing is looked for at the end of the next three months.

It pays to be honest, but sometimes pay day is a long time showing up.

A man who makes a bluff at hustling succeeds in making others tired.

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.

HOLIDAY MERCHANDISE

IF YOU WANT TOYS, DOLLS, MUFFLERS, NECKWEAR, HANDKERCHIEFS, OR MOST ANYTHING IN HOLIDAY MERCHANDISE, YOU SHOULD SEE THE GREAT RANGE SHOWN HERE. YOU'LL FIND US SPLENDIDLY PREPARED TO FILL YOUR REQUIREMENTS.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH



SUN-KIST

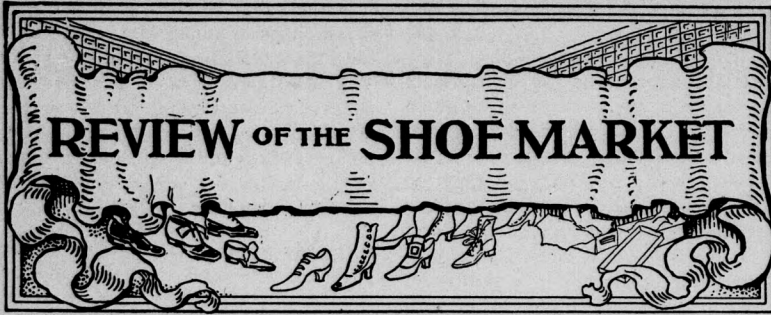
SEEDLESS RAISINS

IT'S REALLY SURPRISING

how the business on SUN-KIST Seedless Raisins will grow when you give it the chance. They are the most delicious of all raisins—a special, sweet thin-skinned, delicately flavored variety, grown without seeds. Require no seeding—no washing—they are ready for immediate use.

**The Raisins For All Purposes
The Kind The People Want**

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



REVIEW OF THE SHOE MARKET

Warming Up to Cold Weather Footwear Trade.

Written for the Tradesman.

My, how the weeks and months glide by!

Here we are at the beginning of a new season—the winter of 1914-15—and may it not prove to be for any of us “the winter of our discontent!”

What are your expectations for the approaching season? What preparations have you in mind (or under way) for surpassing previous winter sales records? Do you realize that every new season comes freighted with big opportunities for you as a shoe dealer?

No one has a better right than the shoe dealer to herald with joy the approach of a new season; but prompt action, careful planning and thorough preparation are highly important, if the shoe dealer would make the most of the new season. Now, assuredly, is the time to warm up to the cold weather footwear trade. Plan to make the forthcoming season the very best one of the whole year.

Pre-Holiday Business.

It will not be long now until the big shoe windows of the large city shops will burst forth in all the glory of their holiday trims.

Some of them are already suggesting early Christmas shopping—both through newspaper advertising and neat little inserts. Here, for example, is one I happened to run across the other day:

“Shop Early. It may seem a bit early to broach the subject of Christmas shopping, but it's not so far away, after all. You can do your Christmas shopping comfortably, easily, pleasantly now—you can't if you wait; and since this store is ready with the most complete, original and pleasing display of footwear gift commodities of so many kinds, there is really no rea-

son for putting it off. You will surely save yourself disappointment and worry later on, if you come in now and make your selections.”

You should certainly make an effort to get your share of the Christmas business; and, other things being equal, the slice of holiday trade you get will be proportionate with the efforts you put forth.

“Effort” as here used depends upon your ability to see this Christmas business. And, frankly, there are lots of shoe dealers throughout this country of ours who can't see any holiday business in their line. They confine themselves to staples—just shoes and findings of the most prosaic and utilitarian sort; no holiday specials of any sort. Somehow they seem to have a psychological difficulty in associating the holiday sentiment with commodities in the footwear lines. Naturally they don't make any special effort to get any holiday business; and just as naturally, they don't get any holiday business.

To suggest even in the sketchiest way how the shoe dealer ought to accent the holiday note in his advertising and feature it in his window trimming, would require far more time than I care to devote to the matter at this time—and yet I cannot refrain from saying just a word about the window trim. This is so very important in diverting shoppers, who would otherwise pass the shoe dealer's store, and inducing them to come in and look over footwear and allied lines with a view of finding something therein for gift purposes. Beyond all question the window of the shoe store is it's biggest and strongest bid for the holiday shopper's attention and consideration. If the shoe dealer, or the dealer handling footwear in connection with other lines, has really gotten into the spirit of the game;

HOW IS YOUR STOCK?

Don't let a few days of cold weather frighten you. There is more rain coming, and to get caught without a complete stock is to let the other fellow reap the profits



RUBBERS

Are always satisfactory. They are made in every conceivable style. Our leather top boots are of superior quality

Rindge, Kalmbach, Logie Company

Michigan Shoe Manufacturers

Grand Rapids, Mich.

Thirteen more Profit-taking days until CHRISTMAS



Profits for the dealer with a stock of our attractive Juliets and Slippers to catch the holiday trade.

Remember—it's the Christmas Gift novelty that people are looking for now.

Put a few pairs in your window and see how quickly the Christmas shopper asks to see them.

We have a full line, fur and ribbon trimmed, and in all the latest colors and shades.

HIRTH-KRAUSE COMPANY

Shoe Manufacturers and Jobbers

Grand Rapids, Michigan

Michigan Shoe Co.

Wholesale Shoes and Rubbers

146-148 Jefferson Avenue

Detroit

Selling Agents Hub Mark and Bay State Rubbers

We Solicit a Share of Your Business

Promptness Promised

that is, if he really sees this thing of pushing footwear and allied lines as gift commodities, he will, of course, have something new in stock—holiday specials, as they are called; or merchandise somewhat different from the regular and staple lines. It would require a full column in this paper to enumerate the various articles, designed and made for distribution by shoe dealers, going under the general phrase, holiday specials. They include articles from the simplest and the least expensive to commodities the most ornate and costly; and the range of them is so wide that some of them are for babies in arms and some for grandparents who go softly by reason of age. Now it is not supposed that any dealer will have a full stock of all these holiday specials. That would be assuming entirely too much. But the shoe dealer who sees this holiday proposition will surely have some of them.

Very well, then. He has new merchandise; and he has a new occasion—the Christmas holiday. And that's just two great big reasons why he should have a new trim—the cleverest, the brightest and most fetching trim he can think up. I'll not attempt to suggest what that trim should be, for I'm not a window-trimming expert. But this I will venture to suggest; the window should be strong on the holiday sentiment; and it ought to tell the passer-by that there are just lots and lots of new and attractive and serviceable commodities for sale in that store that would make the very best Christmas presents imaginable. If your window does that you will certainly get a lot of holiday trade that would otherwise go to some other merchant.

After the Holidays, What?

But after all, the great Yuletide is but an incident in the winter season. It is a big incident, I grant you; but it soon comes and goes—after it passes there are long weeks of cold and slush and snoopie winds before spring comes.

And the times are fraught with many creature discomforts—not least of which is cold, clammy feet. Surely the people should be warmly shod! Many are the reasons why they should have warm, wet-resisting, health-insuring footwear! What are your plans for selling winter footwear—and keeping right on selling it after the holidays have come and gone?

For one thing, if I were you, I'd begin a plan of education along this line: Adequate winter footwear as a health-measure. Why is it the nations of Europe equip their armies with the very finest and most perfect footwear skill can produce or money buy? Because a soldier's health, endurance, fighting efficiency depend upon the soundness of his feet. His feet must be protected—especially in winter must they be kept warm and dry, insofar as this is possible. Therefore the care taken by the nations of Europe in providing their soldiers with excellent shoes.

Think of the coughs and colds, chills, congestions, pneumonia, pleurisy, consumption, and literally scores of other ailments brought on through

defective footwear. Why do people take such chances? Why don't people see to it that their feet are adequately protected from the wet and cold of winter? The people are careless—they don't stop to think; or some of the people are actuated by a false economy. Stir up the minds of the people by way of remembrance. Make 'em stop and think. Cause 'em to see how foolish it is to save a dollar on shoes and spend ten dollars on drugs and doctors—and have to endure all the aches and risks to boot! There are fine possibilities of working up a lot of highly interesting advertising talks—good solid sense, too—in which you can show the people how important it is to have suitable winter shoes. And then you will make the transition from good winter shoes and good health, to your winter shoes. Go after the winter business as if you meant it. Cid McKay.

Pfander Called on the Carpet.

Battle Creek, Dec. 8—In the first place, we don't care if Guy Pfander never goes to Grand Rapids again. He lives in Battle Creek and belongs to No. 253 and he ought to be mighty proud of it. He might wander around Battle Creek and view the great sights here. There is the American Steam Pump, Union Steam Pump, Nichols & Shepard, Postum Cereal, Kellogg's Corn Flake, Duplex, Mapl-Flake, A. B. Stove and many other good factories all running full time. There is also the great Sanitarium, the largest in the world, which entertains guests from all over the world the year around.

There is also a candy factory in Battle Creek which employs real traveling men. Maybe if he would pay Messrs. Hydorn and Harwood and the other brothers he mentions, he wouldn't be afraid to shake their hands.

Battle Creek is a good live city with more than a future and with a modern up-to-the-minute interurban which leads to Grand Rapids.

We all like Grand Rapids and like to hear the news from there, but let Gabby Gleanings spell it. Don't try to beat Wm. E. Sawyer out of his job. Please sell candy and more of it.

George Frey is selling coffee for Lee & Cady. Good for you, George.

Ask Ed. McGee how much he pays to drive from Tekonsha to Burlington.

Don't forget the next Council meeting, the third Saturday of the month. Dec. 19. All members are requested to come and enjoy themselves.

A good friend and brother of
Guy Pfander.

It is said that the truth will out—and it seems to be always out of some people.

Send Us That Wales Goodyear (Bear Brand) Order Now

*So you will not be disappointed when the real
downright rubber weather comes*

*You'll get the weather all right, so don't let it catch you
trying to make out an order and wait on trade at the same
time.*

*If you are not now handling this line,
you are not giving your customers all
they are entitled to for their money. The
BEAR BRAND are and have for years
been the standard of quality everywhere*

*Order now, we can ship at once, but a day delay may
mean the loss of many sales.*

Herold-Bertsch Shoe Co.

(Distributors)

Manufacturers Bertsch and H. B. Hard Pan Shoes for Men

Grand Rapids, Michigan

HOOD RUBBERS

ARE WORN

EVERYWHERE

BY

NEARLY EVERYBODY

You can make your rubber business a delight and
a success and save 5%

You buy them, Yes YOU

Grand Rapids Shoe & Rubber Co.

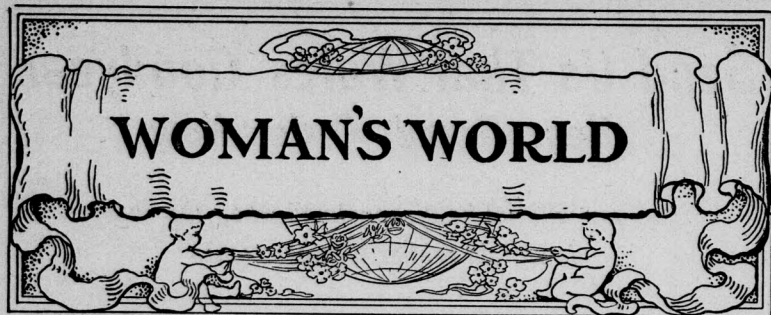
The Michigan People

Grand Rapids

AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**

Makes Best Bread
and Pastry



What Is the Business if the Home Woman?

Written for the Tradesman.

Take the typical wife and mother, with a husband to earn the living for the household and children whom she must train and care for, what is her business in life, and by what standards shall she measure her success or failure?

We are in a world of cause and effect. No good thing comes by chance, and most good things rest on a basis that is largely physical and material. Some may object to this idea as savoring of sordidness, but it is nevertheless true. Since no family can live in comfort and well-being without an income, one of the great concerns of the wife should be to keep her husband physically and mentally fit for his task of providing that income.

When a man goes to his work each morning, keen, alert, full of vim and elasticity, it means that he is well fed on wholesome, digestible food. A dyspeptic is never a happy, enthusiastic worker. It means too that he finds his home a place of rest and inspiration—that the hours he spends there make his work seem to him worth while.

It is good for a man to do some work about the home, to have certain "chores" that he habitually attends to—enough that he never will fall into the mistaken belief that a house just naturally runs itself. Whether it is clipping the lawn, spading up the garden, shaking down the furnace, or any of the small domestic stunts at which his superior strength comes in so handy, not only is the work done but the effect is wholesome on a man's nature. That is, in moderate amount. But only in case of extreme necessity should a man be loaded with household cares to the extent of making him weary and jaded when he goes to his daily toil. It is the finest thing in the world for father to tend the baby an hour in the early evening; but it is a bad thing for him to have to walk the floor three or four hours at night with a sick crying infant. The wise wife and mother so manages that the infant seldom is sick and crying; and in all ways she tries as far as possible "to keep up her end of things," so that the family breadwinner is not burdened by the work of the home or the details of family management.

The shrewd wife sizes up her husband both as to his weak points and his strong abilities. If he is a little lethargic, she stimulates his lagging energies; if he is over-ambitious, she restrains. Sometimes it is her task

to curb a tendency to speculation; sometimes to supply initiative when it may be a trifle lacking, sometimes to impart hope and courage when the skies of business are overcast with clouds threatening disaster. All the better if she can do these things so deftly and tactfully that her good man will not sense her ministrations.

Thus far we have spoken of the business of the home woman with reference mainly to its bearing on her husband's industrial efficiency. She has, or should have, an even more important labor with regard to the higher and finer things that give the day's work meaning and significance. The latter should not be lost sight of in the compelling urgency of the former.

The home woman's work for her children is in many respects much the same as for her husband. She is the guardian of their physical welfare and growth and proper development, from babyhood to maturity. It is not the apprehensive mother, the one who is fearful of the result of every breath of cold air and every mouthful of hearty food, that best preserves the health of her household; but rather she who maintains the habits and atmosphere of health.

The mental and moral well-being of her sons and daughters is her charge as well. She must train. She must govern. She must realize the value of the formative years, and conserve for her boys and girls and teach them to conserve for themselves, their time and strength and their ebullient energies. She must keep them from youthful dissipation. She must direct and oversee their school work and co-operate with their teachers. She must secure the help and support of her husband in all this—often placing upon him entire those offices of family government in which his cooler brain and firmer will better serves the end to be obtained.

While constantly making her presence and influence felt, the mother must not be a martinet or a despot. A large degree of personal liberty, the encouragement of individuality and initiative—those are just as important factors in the making of strong and self-reliant character, as are necessary restraint and guidance.

The ordinary routine work of the household, the preparing of meals, the sweeping, the cleaning, the dishwashing—sometimes the laundry work as well—devolve on the wife and mother, aided or unaided by servants. If the latter are not employed, then certainly the children as they become old enough should be required to help, both for their good and to light-

en her tasks. Still she must shoulder the main part of labor and responsibility.

Moreover she must be an able financier. In at least seven homes out of ten, whether or not there is comfort and plenty and a reasonable provision for the future, depends almost wholly upon the ability of the wife and mother to secure these things by the careful, skillful expenditure of a small or very moderate-sized income.

The home woman should also hold some place in society. This in order to maintain the balance of her life, to keep her own self-respect and the respect of her husband and children, and to save herself from sinking into a nonentity and drudge. It is well if she has her church, where she may gain spiritual refreshment, her lodge or club to furnish her with interests and ideas outside her home. She can do better for her own if she is not too constantly with them.

Who shall say that to achieve success in all these various capacities is any light and trifling undertaking, or that the business of the home woman is less strenuous and exacting, or less weighted with responsibility than any other difficult profession or calling? To win out she must use her brains and make close and persistent

application of her energies, just as much as if she were a banker or a merchant or a physician. Quillo.

The Interstate Commerce Commission is to be called upon to decide a momentous question. It is: "When is a woman's hat?" It all came about when some milliner discovered that the rates on men's and boys' hats from the Atlantic to the Pacific coast were cheaper than on women's untrimmed hats, or millinery. Immediately the milliners began asking why. The untrimmed hats for women were packed the same way as the hats for men, and why should the milliners pay more? Furthermore, the complaints say that millinery is the result of the work of a milliner, and that women's untrimmed hats are the result of machinery and therefore are not millinery. They say a hat is not necessarily a woman's headgear until it is trimmed and that the finery on the hat makes it millinery. The commissioners are delving into the history of millinery and perhaps if they lose their jobs they can classify as millinery experts and receive handsome salaries as such.

When Father Time tries to overtake a woman she makes faces at him.

Good Advertising Backs up Quality

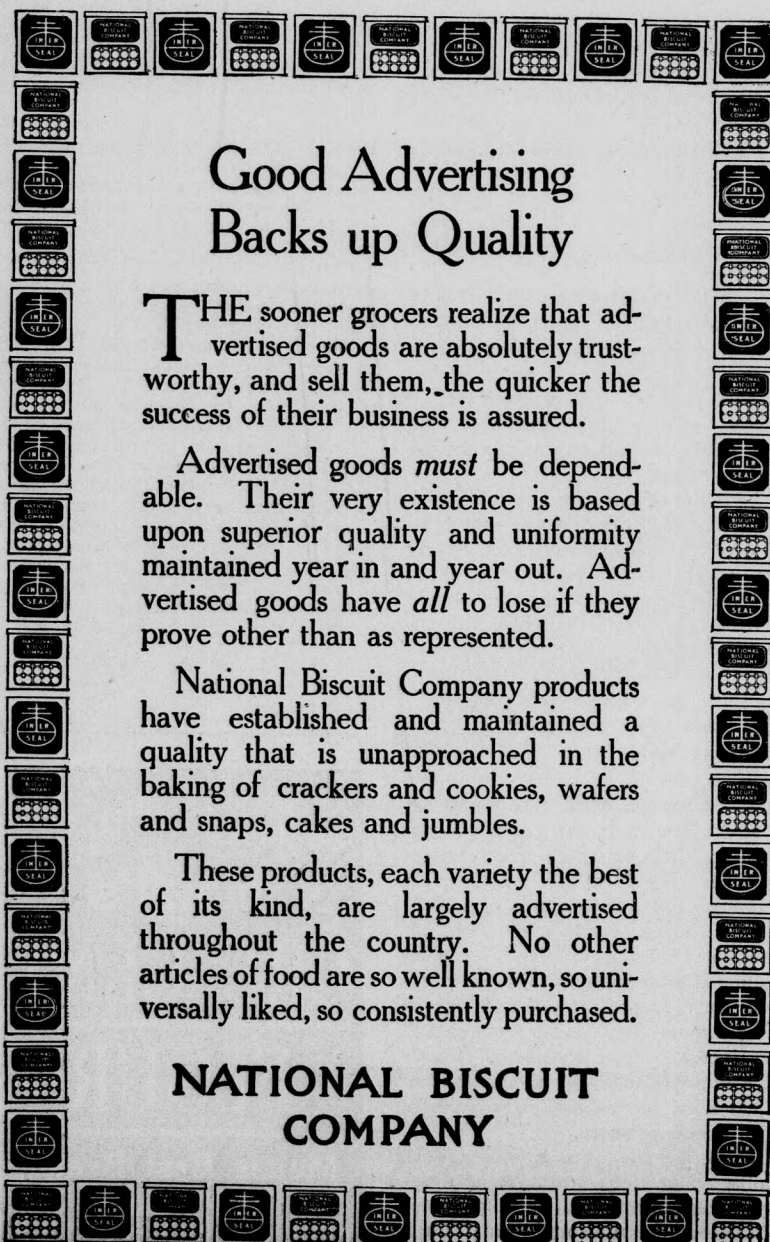
THE sooner grocers realize that advertised goods are absolutely trustworthy, and sell them, the quicker the success of their business is assured.

Advertised goods *must* be dependable. Their very existence is based upon superior quality and uniformity maintained year in and year out. Advertised goods have *all* to lose if they prove other than as represented.

National Biscuit Company products have established and maintained a quality that is unapproached in the baking of crackers and cookies, wafers and snaps, cakes and jumbles.

These products, each variety the best of its kind, are largely advertised throughout the country. No other articles of food are so well known, so universally liked, so consistently purchased.

NATIONAL BISCUIT COMPANY



Gossip From the Sick Room.

Muskegon, Dec. 4.—During my four weeks of enforced leisure, I have been quite a careful reader of what our friend Steindler has had to say about Muskegon and the boys and while I admire his gift of originality, I think it about the limit to begin talking about the Spark right at the time of Mr. Stowe's wedding. You can usually tell what a fellow has on his mind (if he has any) by what he writes and talks about, so just watch.

When I saw Mr. Stowe, about six weeks ago, he seemed awful happy, but if he had given a hint I could have told him better, but what's the use, he wouldn't have listened anyway.

Now Steindler has a terrible way of murdering names. He did mine until I threatened to assassinate him for the next offense. The idea of spelling Nick Lulofs as Ludoff. As a rule, a fellow doesn't want his name wrong in the paper unless he has done something wrong. Now a person is known by the company he keeps and if I am any judge Nick's company at present is pretty fine. Then see what he did to Chris Toll-rath. Why, his family never would know him by that name even if he were right at home.

There have been a few bright spots to cheer us up while we have been in. There were six whole days which we were unable to talk. Our wife seemed more happy than in years and even the neighbors seemed to enjoy it. They were really full of sympathy. (Christian Science kind).

We have had a few calls from the boys. John Porter came. John Peters and A. W. Stevenson did until his son helped win that football game from Grand Rapids, but, of course, we could not expect it now. Besides, we had a very pleasant little note from Harold Foote. He said, "You owe a dollar, please pay at once."

The near side stop hasn't troubled us any, as we quit riding on the street cars last month.

We read Guy Pfander's dream. We know he was dreaming, because he didn't end by saying "Read the Tradesman." Now, Pfander, come over to Muskegon and see a town that is no dream.

William E. Sawyer had to come out with something nasty about Brubaker from Mears. Now we never had the pleasure of meeting him, but we don't like to see him slandered. Sometime when our talking apparatus gets useable we are going up and see just how he does look. (If we have the price).

We wonder how Milton would like to see his name in print as Mittie Stindliar.

Here are congratulations to Goldstein for not using all the space in the Tradesman any more.

If you cannot get this in the waste basket, try the furnace.

E. P. Monroe..

How To Tell the Difference.

A Georgia "cracker" tells this story of his own people. He says a Northern man who had settled in Georgia was visited by a friend, who asked him how he liked the place and the people.

"Oh, all right," replied the man.

"Now, tell me," asked the friend, "what is a Georgia 'cracker'? How can you tell him from another person?"

"Well," replied the Northern settler, "you see out in that field a black object?"

"Yes," said the friend.

"Now," said the man, "that may be either a Georgia 'cracker' or a stump. Watch it for half an hour, and if it moves, why, it's a stump."

The War and Science.

The only gleam of hope in the present situation is that public sentiment in this country is against war and against the nations which, rightly or wrongly, are supposed to be the aggressors, and that each nation is anxious to disclaim responsibility for the existing chaos.

But none of us can see clearly in the storm and in the darkness. It is our helplessness, the horror of it all, the pity of it all, that overwhelm us. The only safe conclusion is that the work of the world for science and for civilization must be maintained. We may well honor the Paris Academy of Sciences for continuing its meetings when the enemy were at the gates of Paris and the government had fled; the scientific men and scholars of Strassburg for opening the sessions of the University at the usual time. And most of all it is our business to carry forward the flickering torch. The fact that the greatest nations of Europe will be prevented, not only this year but for some years to come, from doing their share of scientific work, makes it all the more necessary that the scientific men, the scientific institutions, and the scientific journals of this country should maintain and increase their efforts—Popular Science Monthly.

Before the European war the United States imported 60,000,000 gallons of creosote oil from England and Germany annually. The war has changed things, and next year American manufacturers will make 60 per cent of the

local demand. They will employ many American working men, and after a start is made the imported creosote oil will not be so valuable. Much of the creosote is used in treating railroad ties, and since the war the shortage has compelled the railroads to change their treatment of ties to zinc-chloride, which is considered inferior to creosote.

In the District Court of the United States for the Western District of Michigan—Southern Division.

In the matter of J. W. Panghorn and Martin Gillisse and the Shelby Home Furnishers, bankrupt:

In bankruptcy—1321.

Notice is hereby given that in accordance with the order of this court, I shall sell at public auction to the highest bidder on Friday, Dec. 18, 1914 at 9 o'clock a. m. at the store formerly occupied by the bankrupts at Shelby, Oceana County, Michigan, the assets of said bankrupts. Said assets consist of the stock of furniture, stoves, rugs, etc., all new and in first class condition, costing approximately \$1,300.00. An itemized inventory may be seen at the office of the undersigned trustee, 206-7-8-9 Houseman Building, Grand Rapids, Michigan.

Said sale will be for cash, subject to the approval of the court and notice is hereby given that if adequate bids are obtained, said sale will be approved within five days thereafter unless cause to the contrary be shown.

H. Dale Souter, Trustee.



GRAND TRAVERSE BRAND
RUSSET DRINKING CIDER



GRAND TRAVERSE BRAND
MIKESELL & COMPANY
TRAVERSE CITY, MICHIGAN.

A STERILIZED CANNED
RUSSET-DRINKING CIDER
MADE FROM RUSSET SWEET
AND SOUR APPLES.
FREE FROM DECAY, THOROUGHLY
CLARIFIED, AND UNCONTAMINATED PURE
FRUIT PRODUCT ESPECIALLY PREPARED
FOR DRINKING PURPOSES.
CAN BE USED FOR WINE, MEATS,
ICES AND PASTRIES, ETC.

ABSOLUTELY PURE
FREE FROM
PRESERVATIVES.

WEIGHT OF
CONTENTS
1 POUND
12 OUNCES

GUARANTEED BY
MIKESELL & COMPANY
UNDER THE FOOD
AND DRUG ACT
JUNE 30, 1906.
SERIAL NO. 18008

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.



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.

Adopt a Slogan and Live Up to It. Written for the Tradesman.

The hardware store which adopts and features a distinctive, outstanding policy in that very fact finds itself well advertised. Furthermore, the store is most effective, from an advertising point of view, when it is embodied in a terse, epigrammatic store slogan—the sort of slogan which attracts instant attention and lingers long in the memory.

Primarily, the hardware dealer is in business to make a living; but every hardware store should and does have some purpose back of that. This purpose is to awaken and cater to some new demand; in other words (to quote a time-worn phrase) "to fill a long felt want." The hardware dealer, in starting business, has sized up the needs of the community, and the possibility of doing business; if he did not think there was a particular niche for him, he would not locate where he does.

It may be that there is no other hardware store in a new or small community, and the merchant, after looking over the ground, is convinced that there should be one. His policy is, therefore, to give the people of his vicinity a hardware store without having to make a trip to the nearest large town. Or perhaps the hardware store already in town is dirty and out of date. If so, the new hardware dealer finds it effective to play up the newness of his stock, the brightness of his store, the promptness and courtesy of his store service. Every hardware dealer has a motive back of his business in addition to the ulterior motive of making money; and it's worth while for him to play up this motive. He has a store policy, even if he never stops to analyze the situation and discover what his policy is. Unconsciously perhaps, he is nevertheless working in line with a set policy.

The shrewd retailer discovers his store policy—and advertises it. Throughout his advertising—in the windows, via newspaper space, through the medium of circulars, and otherwise—a catchy store slogan is immensely helpful in fixing the store policy in the customer's memory.

The newcomer to an untried field can play up his business as "The Pioneer Hardware Store." Or, he can call it "The Home Town Hardware"—an appeal, naturally, to the home buyer. If his is the oldest but

not the only business in town, the hardware dealer may aptly proclaim his store "The Old Reliable."

Often the location forms the theme of the slogan. "The Five Points Hardware Store" in an Ontario town is located at the junction of five streets. The slogan helps to fix the location in the public mind. An effective play upon the name—good advertising too—is obtained by featuring five points in good hardware merchandising—cleanliness, courtesy, reliable goods, comprehensive stock, fair prices. This, however, is an incidental to the slogan. "The Market Square Hardware" is a familiar—and self explanatory—title in many towns.

Location, however, is not the most important item to feature in a hardware slogan.

A store which makes a feature of comprehensive selection of stock proclaims itself, "The Store With the Stock." A variant of this expression is, "The Store With the Goods." "The House of Values" is another which explains itself. Where quality goods are featured, "The House of Quality" is the natural expression to use; although already there are few towns where it has not been adopted by some merchant.

Obvious imitation should always be avoided. Where, in a town, one store already terms itself "The Store With the Stock," a competitive store calling itself "The Store With the Goods" will strike a lot of people as manifestly an imitator. If the grocery store further down the street calls itself "The House of Quality," it is hardly good advertising for the hardwareman in the same town to adopt the same title. Rather, the merchant should seek something which, so far as his town and the adjoining territory are concerned, will be entirely distinctive.

A large general store of which I know calls itself "The Hub." Its advertising matter shows a map of the surrounding country with "The Hub" plainly indicated as the commercial centre of half a dozen townships.

For upwards of thirty years a huge clock has stood in front of a jewelry store in a city of some 10,000 people. "The Sign of the Big Clock" has become so familiar in that town as to be to-day a commonplace; but it instantly attracts the notice of a newcomer. The entire town regulates its time by that clock. Similar, a hardware dealer in another town hangs out over the front of his store a circular saw: "The Sign of the Circular Saw" is his particular catch-word.

In the city of Philadelphia "Get it at Evans" is a familiar drug store

slogan, which has been paraphrased in many parts of the United States and Canada. "Get it at Blank's" is just as good a slogan for the hardware dealer who grabs it first as it is for a druggist or grocer. "See Finnegan First—for Hardware" is an adaptation which might prove catchy. It might better be featured thus:

SEE FINNEGAN FIRST For Hardware.

A slogan should not be made too long or too cumbersome. Now and then slogans are encountered which are, in fact, not slogans but sentences—almost paragraphs. Two, three or at most four or five words will do the trick better than a lengthy phrase. "Make it short" is the watchword for the slogan-builder.

For a newcomer in the business, it may prove good advertising to offer a prize for the best slogan—the slogan most correctly descriptive of the store. Invite the public to visit the store, look over the stock, and find out from the clerks and from actual observation what the store is. And offer a prize to the person who expresses that policy in the most catchy phrase. The same thing has been done by many a town or city in the search for a civic slogan; and the hardware dealer who takes up the slogan idea need offer only a comparatively small prize—say \$5, or even an attractive article of about that value—to draw a crowd of competitors. Have the judging done by outside men—that is, men outside the store. Amid a raft of fairly heart-breaking suggestions, lumber-

ing sentence—slogans and ideas utterly ridiculous, the hardware dealer is pretty sure to find a gem of purest ray serene, which will help to advertise his business and to draw future trade.

The slogan should be selected with an eye to permanency; and if it embodies a distinct store policy—such as quality goods, or comprehensive stock—the merchant has no alternative but to live up to it to the letter.

William Edward Park.

When some men think, they make a noise like a boiler shop.

A joy ride often ends with a blow out.

Weed Tire Chains

All the regular sizes carried
in stock

Write us for the jobbing price

Sherwood Hall Co., Ltd.

30-32 Ionia St. Grand Rapids, Mich.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

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

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

THE MEAT MARKET

An Old Time Butcher to His Son.

The customer with a complaint should be given more attention than the customer with an order. Some smart Alecks in the butcher business may consider this a mighty funny statement; but funny as it may appear to them, it's mighty good advice to the butcher who wants to get ahead in the world and who wants to build upon the good will of his trade.

Two many butchers consider the customer who kicks over something as an unmitigated nuisance, without whom they would be better off. So they treat her accordingly, and in a short time they find that they are better off, if they continue to think the same way. But usually by the time that happens they have experienced a change of heart, and regret the loss of a customer who could have been held by the expenditure of a little time and trouble.

I am not one of those who believe that the customer is always right. Lots of times she is wrong, away wrong, but not all the time. Sometimes she has justification for her complaint; and, under these conditions, she deserves proper treatment from the butcher to whom she gives her trade.

When you are in the wrong, don't try to dodge; make good. The small loss in that usually is compensated by the future trade that you will get. The small saving made by turning down a customer is usually more than balanced by the big loss of her entire future trade.

Your mother deals with a butcher in this town who keeps a pretty good grade of meat. Usually he satisfies her and myself, too. Recently, however, a slip-up occurred, and a chicken she purchased was hardly eatable. We both let it pass, for I know that accidents will happen in the best markets that cannot be helped. But the same thing happened a second time and a third time, so your mother decided it was time to call a halt. She simply told her butcher that hereafter she would have to buy her chickens elsewhere, for it seemed that she was unable to get a good chicken from him. This butcher didn't fly off the handle immediately, like some would have done. He asked what the trouble was, and when told in detail, declared that he couldn't understand it, but that he wanted your mother to have another trial at his expense. He was sure that he could satisfy her. The next time she bought a chicken there was no bill with it, nor was there any kick after it. He had made good a justified kick.

I don't recommend his example to you as the way to deal with every

customer who comes to you and kicks about the meat she has purchased from you. Every case of this kind must be judged on its individual merits. But that butcher has made a life-long customer of your mother. It will take an awful lot to make her change her trade now, and to create that frame of mind with her cost her butcher just the price of one chicken. Don't you think that it was worth it?

The policy, however, will not work with the woman who is a chronic kicker. The more you give way to this sort of a person, the more she expects from you. And the trouble with this sort of a person is that her trade is usually large enough to leave a noticeable gap in your month's business if you lose it.

To deal with her you must use all the tact that you possess. It may be policy to yield once or twice, or it may not—you must be the judge of that. I have found, from my experience, that a person of this kind usually kicks simply because of her temperament. I had a customer who dealt with me for twenty years, and there never was a time that she came into the market that she didn't tell me how bad her last order I sent her had been, and that she would never give me a chance to send her another piece of meat. But her orders came just the same, and the only thing that made her quit was the fact that I went out of business.

How did I hold her? I didn't hold her at all; I held my temper instead. When she kicked, I apologized; when she vowed she would transfer her custom, I told her how sorry I was to lose it. The result: She usually left my market with the idea that I was doing the best I could, and that she would continue to give me a chance. I was her means of venting her temper, and the trade she gave me paid me to act as such. In fact, as the years went by I would have been lonely if I had not heard her daily kick. It was her way of doing business, and there are lots more like her. Give the chronic kicker who, in nine cases out of ten has nothing to kick about, fair words and her trade is yours so long as you care to hold it. Words are cheap, and new customers are hard to get.

The woman who expects everything for nothing—and, luckily for the butcher, she is in the small minority—cannot be satisfied at all. If quality is bad and you make it good, she will try to work the same game on you all over again within a week's time. If she kicks on the price, and you are foolish enough to meet her kick

only once, you will never be able to sell her a piece of meat without doing the same thing all over again. That kind of a customer is a pest.

There is only one way of treating her. When she becomes unbearable, put the facts of her case before her without mincing words. Tell her the quality of your meat suits all your customers except her. Tell her your prices give you a fair profit and no more, and that you have to charge them or else go out of business. Be firm, but courteous. You will either lose her trade for good, or hold her without a kick in the future. And it must be one way or the other; there is no middle way with a woman like she is.

Rectify mistakes that are up to you; sympathize with the customer whose nature uses you for a means of finding relief to her temper, for she can't help what she does; but come to a firm understanding with the woman whose one aim in her dealings with you is to put one over on you.—Butchers' Advocate.

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.

Are Your Net Profits Satisfactory?

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

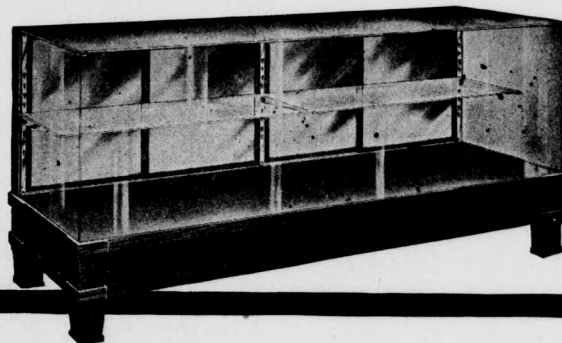
Your trouble probably is (1) you have too much of some items; (2) not enough items.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



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

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland



Winter Goods

Now for the Winter Trade

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

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

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

BROWN & SEHLER CO.

Home of Sunbeam Goods

Grand Rapids, Michigan

CHRISTMAS SHOPPING.

Merchants Should Urge the Importance of Early Buying.

Written for the Tradesman.

The Yuletide is par excellence the big event of the year.

It is rich in sentiment, sacred by reason of associations and traditions, and big with the possibilities of substantial rewards for the faithful merchandiser—but there are some things about Christmas that will have to be changed before the millennium arrives.

Anybody who has been about but a little has seen enough to know that Christmas shopping—especially that of the long-deferred, irritable, raucous and peremptory sort—has its seamy side. Those who have once seen the mad rush and scramble of seething, surging mobs of belated holiday shoppers cannot easily efface the recollection of the scene.

There is something incongruous, bourgeois and pitiful about it. Actuated primarily by the desire to impart happiness to others, admittedly normal people fare forth and, ere the day is done, develop into selfish, tyrannical and spiteful creatures. They lose the spirit of the holiday in their futile search for holiday gifts.

Anybody who has stood in a big city department store late Christmas Eve, as I have done again and again, and looked from the army of belated Christmas shoppers to the weary, white-faced, nerve-wrecked salesgirls, cannot escape the conviction that the gospel of Early Christmas Shopping is one that needs to be preached throughout the length and breadth of the land.

Why is it that ordinarily intelligent, capable, cultured and fair-minded people—laboring and professional men, and women of our clubs, churches and families—so far forget themselves as to impose upon others, at this time of all times during the calendar of the year, burdens grievous to be borne? And how comes it that woman who is supposed to be—and usually is—more considerate in all things than man, should be in this regard the chief offender?

And in spite of the seamy side of Christmas shopping merchants are thankful for the substantial profits incident to the holiday business.

But why, oh why, can't the great American public do its holiday shopping with more leisure, less inconsiderateness and better judgment?

What the dear people need to be taught is, not to buy less for gifting purposes, but to buy more advisedly and satisfactorily—by beginning to buy earlier.

But it's a hard thing to get this practical little tip domesticated in the minds of the people. And don't let anybody be so sanguine as to jump to the conclusion that the thing is going to be done speedily. It isn't. It's going to require time—time, repetition, emphasis, argument, line upon line, precept upon precept, here a little and there a little. And by and by, if we don't get discouraged and quit trying, we'll begin to see slight tokens of improvement. Like most other good movements, the early Christmas

shopping crusade is going to get under way rather leisurely. So we mustn't get discouraged.

Merchants and sales people in nearly all the larger cities are co-operating in their efforts to minimize the evils of eleventh-hour Christmas shopping. Some of the things undertaken by leading merchants of some of our larger cities are deserving of high praise. They have done, and are now doing, their utmost to relieve the congestion and turmoil necessarily occasioned by belated Christmas shopping. They have advertised the benefits of early shopping in the daily newspapers, mailed out direct appeals to prospective customers and regular patrons; they have bought their holiday merchandise far in advance, displayed it early, and besought the people, through almost every form of appeal to which the human mind is susceptible, to come in early and get their shopping through with before the final rush. Further than this they could not go.

Now it would not be correct to say that all this money and brains and effort spent in the advocacy of the early Christmas shopping crusade have been wasted, and that nothing has been accomplished. That would be an extremely pessimistic view. Undoubtedly much has been accomplished. Hundreds of thousands of converts to the early shopping cause have undoubtedly been made. The thousands of dollars spent last year in many of our larger cities, and the collateral newspaper advertising given scot free by the press of many of our cities, have assuredly helped to foster the early shopping cause. The sentiment is growing; and the crowd of belated shoppers will not be so large this Christmas Eve as it was last.

The person who has given the matter of early Christmas shopping little or no thought, is apt to chide: "Well, what's it t' them if I shop early or late, just so I shop? Don't they get their profit in either event? And the salesforce—aren't they there to sell the goods? What's the idea?"

Now early Christmas shopping shouldn't be exploited either as a philanthropy or as a morsel of transcendental ethics; it's a business proposition pure and simple. There are certain reasons why it is a good thing for the merchant and his salesforce—and the reasons are very valid and substantial. But these reasons do not primarily concern the customer. However, there are other reasons—and no less valid and substantial—why it will pay the Christmas shopper to shop early. The early shoppers get the freshest merchandise, the most exclusive and desirable articles, and the best bargains. If the shopper is a woman—and about four Christmas shoppers out of five are women—she has more time to look at the goods, and she is in a better frame of mind for intelligent decisions thereupon. Later on, if her shopping is deferred until the rush and crush are at their height, she'll be caught on the wheel of necessity and protestingly buy things she really does not care for; but she'll buy them because they approximate her requirements a little more nearly than anything else in

sight. But there'll be precious little satisfaction for her in the transaction.

The early Christmas shopper gets prompt attention, for as yet the salespeople are not rushed to the limit of human endurance. Not only prompt attention, but a far better variety of salesmanship does the early shopper get. The saleslady can take time to tell her customer about the merchandise in a far more detailed and satisfactory way at this time than she could reasonably be expected to later on. And now, before the rush has set in, the goods are displayed to better advantage. And there is plenty of time to deliver the goods, and get them delivered in better condition.

"It's not only the increased work at Christmas time that makes the trouble," said a floor-walker, quoted by a writer in the December number of the Ladies' Home Journal, "It's the unnecessary work. If each woman would make a personal campaign of her Christmas shopping this evil of the week before Christmas would be stopped. It's entirely up to the shoppers. They can encourage it, increase it or cut it right out. If women only knew the inside of the Christmas shopping case, the nerve exhaustion, the weeks of sickness following this rush, the ache of Christmas for us to make their merriment, they would take this matter of early shopping seriously in hand. We don't complain of the increase of holiday work; that is business, and we prepare for it with our extra force of goods and saleswomen. It is the mistakes of shoppers due to

utter carelessness, but selfish mistakes, that keep us and our girls midnight after midnight straightening out so they can receive their satisfaction before Christmas morning."

Not work—but unnecessary work; unnecessary work occasioned by carelessness. And back of the carelessness and the stupid mistakes—incorrect addresses, faulty instructions etc.—the causeless rush and senseless haste of pre-holiday shopping! No wonder the nerves of shopkeepers and salespeople get on edge!

Well, let's not become discouraged; let's just keep on urging and pleading with them to shop early. Not all the people will heed us, but some will.

Chas. L. Phillips.

Municipal Ice Plants.

People should not be fooled about these municipal ice and coal schemes. The only way that they can possibly gain an advantage from them that they do not now possess is by cutting the profits of retailers now in business. The city cannot buy coal at the mines any cheaper than can the private dealer. It cannot cut, and house and deliver ice any cheaper. The marvel is that, if there is so much benefit to be gained by cutting off these profits, the agitators of municipal ice and coal yards longer do themselves and their families the injustice of continuing in any other business.—Fall River Herald.

Among the poor ways of making one's mark in the world is painting the town red.

This Is Where You Save

ALL of the STAR CLOTHING COMPANY'S Fixtures and Furniture, consisting of Sectional Wall Clothing Cabinets, Plate Glass Revolving Clothing Cases, American Beauty Show Cases, Shelving, Partitions, Suit Forms and appliances of all kinds for window displays have been purchased by and are now being offered at a bargain by

Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

We will take your old fixtures in exchange

Grand Rapids, Michigan

Have You Bought
Your Supply
of



CHOCOLATES

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

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



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

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

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 8—Absal Guild, Ancient Mystic Order Bagmen of Bagdad, are planning a big round up Dec. 12, with a full ceremonial session. All officers, the degree team and members will meet at 2 p. m. at Herald hall for a business session and rehearsal. At 5 p. m. the doors of the lodge will be opened for the reception of candidates and at 5:30 all members and candidates will march in a body to the Crathmore Hotel, where a 6 o'clock dinner will be served. Promptly at 7 o'clock the ceremonial session will start at Herald hall. A large class of candidates is already assured and it is hoped that many more will take advantage of this last opportunity of an open charter to join. Any member of any U. C. T. council in the State is eligible to membership in this Guild. Application blanks may be procured from J. Harvey Mann, 805 Madison avenue.

The Patrol of the Kings Guards, recently organized, have been very busy of late and present a fine appearance. They have received many compliments because of their excellent drill work.

Walter S. Lawton is much chagrined because the Citizens telephone directory doesn't have him listed as a subscriber. The mistake is an error of the printer's and as the directories are only issued once a year, Walter thinks his phone order business will suffer for that period, as it doubtless will. His phone number remains the same as of old, however, and all druggists with good credit can procure Dr. Miles prescriptions by phoning 34617.

Mrs. Geo. Bernard, 19 Grand avenue, entertained twelve ladies in honor of Mrs. Earl Cassada's birthday Dec. 1. After dinner the ladies were entertained at 500.

Jess Martin and wife were guests of the former's father, John D. Martin, over thanksgiving.

Jake Waalkes is improving rapidly and hopes to be so far recovered in health as to be able to again join the boys on the road in the near future.

George Hudson had his grip stolen at the New Burdick Hotel, Kalamazoo, one day last week. As good luck would have it, George had removed

his orders, but under the circumstances it is tough when a fellow loses his grip.

A sign in a barber shop in Oceana county reads, "No loafing in this shop allowed on Saturdays." Oh, well, the traveling men don't travel on Saturdays anyway.

Sherman was surely well informed about war. At Petoskey they now charge 10 cents for all Sunday newspapers—all on account of the war in Europe.

For the first time since his election as Secretary-Treasurer of No. 131, Harry D. Hydorn was absent from the Council meeting on Saturday night. Harry is a District Deputy and as such was invited to attend the meeting of Auto Council, at Lansing, which meets on the same night as No. 131. William Bosman was appointed by Senior Counselor Beardslee to act as Secretary-Treasurer during Harry's absence.

Rev. Freeman, of All Souls' church, invited Grand Rapids Council as a body to attend the morning service at his church on Sunday morning, Dec. 13, at 10:30. On motion, the Council accepted the invitation and also requested that every traveling man in Grand Rapids, whether a member of the Council or not, meet with them at the entrance of the Herald building at 10 a. m. and all attend the service together.

Edward Brubaker son of C. A. Brubaker, of Mears, has been seriously ill, but we are pleased to learn that his condition is steadily improving.

How could the editor of the Tradesman ever consent to get married when he is so opposed to unions?

Robert M. De Pree, of Holland, recently died at the residence of his brother, in this city, after an illness of about two months with poisonous inflammation of the heart. Mr. De Pree was taken ill while on a trip in the interest of the De Pree Chemical Co. and his condition has been very serious for some weeks. Mr. De Pree was 33 years old and had spent most of his life in Holland. While a boy he attended Hope College for a time. Later he was employed in the Holland City State Bank. For a number of years he conducted a drug store on the corner of Eighth street and Central avenue, which business he sold to the Gerber Drug Co. After leaving that concern he became associated with the De Pree Chemical Co., with which concern he held a position as traveling salesman at the time of his death. Mr. De Pree is survived by a widow and two children.

Homer Bradfield, the John Bunny of our Council, must have wanted us to know he had money by the way he dropped his pocket book during the most impressive part of our ceremonial Saturday night.

With the horticulturists in our State constantly bringing out new fruit trees, we suggest that the real benefactor to the human race will be the man who will bring out a Christmas tree that will bud its own presents.

A friend of ye scribe, in speaking of the old adage, "Money Talks," remarked that the conversation that money had had with him had been very limited. He said all it had ever said to him was "Goodbye."

Just to show his versatility as an

all around handy man, John D. Martin presided at the piano at our U. C. T. session Saturday night. Had Paderewski been there he would have turned green with envy. We can't all be famous as well as good-looking!

G. J. Coffey, 349 Hollister avenue, was called upon to act as "official squirt" in the absence of the regular officer at the last U. C. T. meeting. He presented a fine appearance in his new uniform and he performed the function of his office to the complete satisfaction of every one present, including the candidates.

John W. Baughner, the popular grocer at Shelby, has purchased the Fisher building and expects to move his stock into it about April 1 next. This will give him one of the best buildings in the town and enable him to better care for his increasing business.

All members of Grand Rapids Council are invited to bring their wives to all the regular Council meetings during the winter. The entertainment committee will see that they are entertained in the parlors.

At the last regular Council meeting, Senior Counselor Beardslee appointed two committees, one on resolutions consisting of Fred. De Graff, O. W. Stark and J. Harvey Mann and the other a music committee consisting of Harry Harwood, Homer Bradfield and E. J. MacMillan. The music committee state that they expect to stage a jew's harp solo with an accordion accompaniment as a substitute for John Martin's near music at the next meeting and say that the Council may expect an explosion in the place of a report.

E. A. Battje left the first of the week for Milwaukee to take up his new position as representative of the G. J. Johnson Cigar Co.

Everybody was pleased to see Walter Ryder at the U. C. T. meeting Saturday evening and to hear his voice in the Council chambers.

Sheffer Bros., who conduct an up-to-date grocery store in Fennville, have, as fast as their increasing business would warrant, been replacing their old fixtures with new ones. During the past year they have installed a new Bowser street gasoline tank, new patent display counters, new automatic computing scales and last week have added an exceptionally large modern refrigerator to their store equipment, which will enable them to better care for perishable goods. These young men are both hustlers, are agreeable and painstaking with their trade, and enjoy the confidence of their customers and the jobbers with whom they do business.

Plans have been completed by the Grand Rapids & Indiana Railway for remodeling and improving the interior of the union station, the estimated cost to be about \$3,000. The ticket office has of late years been altogether too small to properly care for patrons of the different roads, especially on Monday mornings. According to the new plans, the hall leading to the baggage room will be closed up and the ticket offices will extend all along the south end of the main corridor. The women's rest room will be located in the rear of the ticket offices. These improvements will greatly facilitate the issuing of tickets and do away with the tedious standing in line that has been the custom heretofore.

The Graham & Morton Transportation Co. closed the summer season on the Holland and Chicago line last Thursday. The steamer Puritan goes into winter quarters at St. Joe.

A socialist candidate for office at Petoskey, in filling his expense statement, says he "expected nothing, spent nothing, owes nothing and got nothing." The way it looks to us, nobody was out nothing.

One of the big department stores advertises "all dresses reduced." All we have to say is that we hope, as Nat Wills states it, that the good Lord

allows us to keep our eyesight for a few months yet.

The Kalamazoo interurban has completed four spans of its new bridge across the river below Wealthy street and three more spans are to be placed. The bridge will extend over Market avenue to connect with the south embankment and will be about four feet above the flood wall. During a trial trip on the new road from Kalamazoo north, one of the new cars maintained a speed of forty-six miles an hour, which is considered very satisfactory, considering the unsettled condition of the road bed.

John Kenzie, who is engaged in business at Caledonia, is laying the foundation for a store at Wyoming Park. The building will be 50 x 50 feet in dimensions, two stories high, and Mr. Kenzie will occupy it when completed.

Beginning Dec. 1 the new interstate passenger rates are now effective, which are 2½ cents a mile except in states where the law provides a 2 cent rate. Interstate rates are 2 cents a mile, as heretofore. The extra cost of a ticket to Chicago will be 90 cents and to New York 88 cents more than the old rate.

Ranson Bros. will occupy the vacant store at the corner of Elm street and Division avenue with a grocery stock. The building is now being fitted up and redecorated.

Beginning Dec. 1 a new tax on tobacco and on telephone and telegraph messages is effective. This is erroneously called a "war" tax and in some instances if war does not already exist this will start one.

Fourteen thousand dollars in cash and pledges have already been secured for the extension of the boulevard lights to the Pere Marquette tracks on Division avenue south and the organization in charge intend to make another campaign for more funds and more lights.

A man claims he found a snake twenty-eight inches long in a bunch of bananas near Hastings. And still they claim Barry county is entirely dry!

The H. M. Reynolds Asphalt Shingle Co. has moved into its handsome new fireproof office, built in connection with the plant. Last week the company held a round up of its sales force, at which it was declared that business is good and going to be good—and then some.

William E. Sawyer.

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

Buffalo, Dec. 9—Creamery butter, fresh 27@34c; dairy, 24@30c; poor to good, all kinds, 18@20c.

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

Eggs—Choice fresh candled, 35@36c; fancy, 40c; cold storage candled, 24@26c.

Poultry (live)—Cox, 10c; fowls, 11@14c; ducks, 13@15c; chicken, 12@14c; geese, 14@15c; turkeys, 15@17c.

Poultry (dressed)—Turkeys, 18@20c; chicks, 14@16c; fowls, 13@15c; ducks, 15@17c; geese, 13@14c.

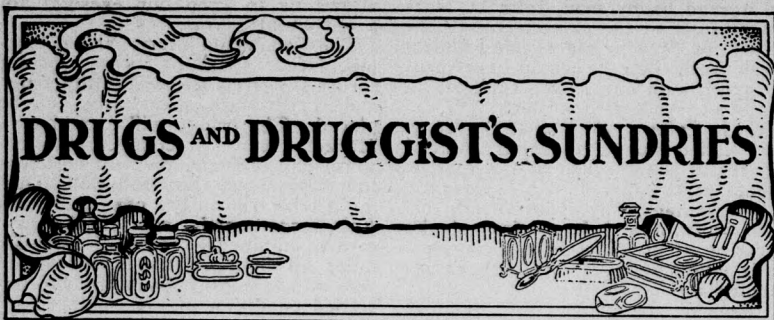
Beans—Medium, new \$2.75; pea, \$2.65@2.70. Red Kidney, \$3.25@3.50; White Kidney, \$3.25@3.50. Marrow, \$3.50.

Potatoes—New 30@40c per bu.

Rea & Witzig.

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.



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.

Increasing Use of Tin Cans for Drugs.

Years ago when a prescription went into a druggist's shop to be filled the question of the receptacle which was to contain the finished product bothered neither the druggist nor his customer. Liquids went into bottles, ointments into opal jars and powders of various kinds into packages. The purchaser was fortunate if, on his arrival home, he did not drop the package and be obliged to rescue the powder from the floor or the surrounding furniture. Even though this did not occur, a large portion was sure to be lost in transferring it from one box to another or from paper to box.

So long as manufacturing druggists were few and far apart, and the public had to depend on proprietary medicines put up by their owners for the various ailments there was no thought of anything better than the heterogeneous hit-or-miss package that was the first thing the druggist put his hand to in the way of a container. But after some careful study conditions have changed.

The druggist who was selling an ointment that his neighbor in the next city put up began to realize that he had a physician's prescription for one that was just as healing, and that he might as well get the benefit of the money he was paying someone else. It began to be a question of which sold the better, and psychology of selling meant the consideration of the package that contained the merchandise, as well as the contents.

Here was where some of the more extensive manufacturers got the advantage, for instance, in the manufacture of cans. The die to stamp out the pattern is the largest part of the expense, yet at the present day these firms hold themselves ready to make any shaped can for any customer, provided the order is large enough to give them a percentage of profit. Their experts are always experimenting on

new and original tints for the enameling, which is baked on so hard that nothing short of acid will remove it, and the result of these experiments is given freely to their customers. If they carried only stock sizes of their products their list of containers available for the drug trade would be limited, but instead of one they have from one to a dozen cans all holding the same amount, but all shaped and designed to give the customer the choice of a wide range. The process of making them is interesting. First, in the sheets of tin the design is lithographed, just as it is on paper, except that between each layer of coloring the sheet of tin is baked to set the color. Some of these cans go through a dozen bakings. Then they pass to patented machines which shape them as they are marked, passing them from machine to machine, clamping on the bottom, bending the top, fastening on the patent catch and at last delivering them ready for their contents. The uncolored cans go through a similar process. These, as a rule, are only made in round or square sizes of different depths, and are left blank for the paper label of the owner and the name of the contents.

Practically all of the tin used in the packages that come into the home (with the exception of the collapsible tin tubes), from the boxes holding the crackers in the kitchen to the box of phonograph needles and the tin box of gum, are made by the same company. Their line of tobacco containers, from the big tin humidors to the little cigarette cases, enameled to please the most fastidious buyers, is most attractive.

With the arrival of more and more competition in the field of druggists' supplies, no wonder that all the commodities that such manufacturers offer in the way of tins are eagerly taken advantage of through the country. The many manufacturers of cold cream found the tin box a great saving, and also desirable, because of its freedom from imperfections and its satisfaction to the customer. The choice of sizes gives the modern chemist a box exactly suited to his prescription, from the smallest, holding one application, to the theatrical cold cream jar holding a pound.

Powdered preparations, too, have their many containers—round, oval, square—with different tops. Recently the American Can Company has offered a tin box for face powder, intended to take the place of the paper box which gets finger-marked and broken-cornered before the powder is gone. This box, finished in what is called "egg-shell finish," is a fit addition to

any table; it can be cleaned with a damp cloth as often as necessary. This egg-shell finish is something new and very beautiful. It has the appearance of hand-painting, softening the colors on the box it adorns and toning down the design. It looks like a tiny mottled paper back-ground but is more lasting, without losing the dainty effect.

The day of carelessly wrapped, hastily put up packages has gone by. The public pays more money for less product, perhaps, but it pays it willingly. Of the customers purchasing—we will say mucilage—there is scarcely one who would not buy the jar having the most attractive shape, and neatly sealed and labeled. Not a woman buying powder or cold cream, or tooth paste, or any one of the hundred things that a woman buys, but does not choose the most artistic package. It is not entirely a question of neatness in the case of the woman; she demands that she have not only attractive but also artistic packages, and what she wants she gets.

No wonder that many of these manufacturers list their factories—each specializing in one line of cans—and it is not remarkable that practically all of the manufacturers of the articles one finds in the advertising pages of the popular and standard magazines put out their products in containers manufactured in America. What the big manufacturers of toilet articles do the little ones can accomplish also, and there is a big field for the small druggists who manufacture their own creams, ointments, powders and non-secret preparations to select from, and which thus enables them to obtain any and all sizes from the companies who make a business of serving them. Sidney Baldwin.

Best Paying Side-Line.

The best-paying side line in our store is candy. We are agents for three good lines, and these lines are handled exclusively by us in this county. We are doing a very good business, indeed.

First of all, our candies are package goods, no bulk candies being handled. This ensures cleanliness. The boxes are not opened from the time they leave the factory until opened by the consumer, and this point aids us considerably in making sales.

We have recently installed a refrigerator case in the candy department, a case so constructed that it will admit a hundred-pound cake of ice. In summer, when candies suffer most, the interior of the case is kept at a uniform temperature, which is far below the summer average. The cost of maintaining the ice supply is very nominal.

By keeping candies at a uniform temperature they are kept in a salable condition. High-grade confectionery deteriorates rapidly under unfavorable condition.

Our candy department occupies the most prominent place in the store. It is constructed of steel and is enameled white, giving it a distinguished appearance. The top is always covered by a display of the goods, each box bearing a price ticket. This pro-

motes business, many sales being made to customers who had no intention of purchasing candy when they entered the store. Displays are changed frequently, thus adding novelty to the case. On Saturdays and Sundays we use a leader. We sell a pound of a 50-cent quality at a low price, with scarcely any profit, in order that people may become better acquainted with our different lines. On these days we sell a great deal of this leader, as well as a gratifying amount of the better grades.

Our advertising, both in the newspaper and our show cards, is changed often and we are constantly offering the public something new.

"Goods well bought are half sold." We buy our candies in small quantities. Nearly all of the packages are wrapped in a transparent oiled paper, which serves as an additional insurance against deterioration.

Wm. E. Steckelmann.

Some Odd Orders.

Oxalic Acid was dispensed at Smiley's Pharmacy, Hot Springs, Ark., on an order for "alsallaced."

Swain's Panacea was dispensed by J. B. Coats, Dixon, Mo., on the following order: "swanis pini sie."

Planten's Capsules were dispensed by J. B. Coats, Dixon Mo., on an order for "planten Capilss dark Brown."

A deadly mixture was dispensed by A. R. Scheu, Kenwood Springs, Mo., when he received an order for "15c Carose of suplamate and turpentine."

Explicit was the customer of Mrs. B. G. Huffman, St. Louis, who wanted "Liniment for the muscles of my left leg and hip."

He Wanted Nothing Else.—The Rice Drug Co., Marlin, Texas, received the following:

"Mr. Druggister Sir

"pleas Sind me fifty ct worth of Good Gon ner righter pills and nothing Els."

The official solution of magnesium citrate was dispensed by J. A. Weaber & Co., El Paso, Tex., on the following order:

"1 bot. Zitritz Magnesa

"You know that stuff that the cork pops off."

Very polite was the customer of the McDougla' Drug Company, Savannah, Tenn., who wrote as follows:

"Kind Friend

"Please send me one (1) Bottle of Ear god to your Resp friend"

Deodorizing Castor Oil.

Castor oil is generally deodorized by washing with hot water, the mixture being allowed to stand for a long period, so as to give time for all of the water to separate from the oil. Heating the oil carefully will also remove the last traces of water, and the oil will remain in a clear state. The oil may, of course, be rendered aromatic in odor by the addition of a little peppermint or wintergreen.

The State Bank of Six Lakes has been organized with a capital stock of \$20,000, all of which has been paid in. Wm. J. Orr, of Bay Port, holds 53 shares and Wm. H. Wallace, of Saginaw, and Geo. Bilbrough, of Remus each hold 53 shares.

WHOLESALE DRUG PRICE CURRENT

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

Acids					
Acetic	6 @ 8	Mustard, true	9 00@9 50	Ipecac	75
Boric	10 @ 15	Mustard, artif'l	4 00@4 25	Iron, clo.	60
Carbolic	53 @ 60	Neatsfoot	80 @ 85	Kino	80
Citric	68 @ 75	Olive, pure	2 50@3 50	Myrrh	1 05
Muriatic	1 1/2 @ 5	Olive, Malaga,	2 00	Nux Vomica	70
Nitric	6 1/2 @ 10	yellow	2 00	Opium	2 75
Oxalic	20 @ 25	Olive, Malaga,	2 00	Opium, Capmh.	90
Sulphuric	1 1/2 @ 5	green	2 00	Opium, Deodor'd	2 75
Tartaric	55 @ 60	Orange sweet	2 75@3 00	Rhubarb	70
Ammonia		Organum, pure	2 50		
Water, 26 deg.	6 1/2 @ 10	Organum, com'l	75		
Water, 18 deg.	4 1/2 @ 8	Pennyroyal	2 75		
Water, 14 deg.	3 1/2 @ 6	Peppermint	2 50@2 75		
Carbonate	13 @ 16	Rose, pure	14 50@16 00		
Chloride	15 @ 30	Rosemary Flowers	1 35		
Balsams		Sandalwood, E.	7 00		
Copaiba	75 @ 1 00	I.	7 00		
Fir (Canada)	1 50@1 75	Sassafras, true	1 10		
Fir (Oregon)	40 @ 50	Sassafras, artif'l	60		
Peru	2 50@2 75	Spearmint	3 25@3 50		
Tolu	85 @ 1 00	Sperm	90 @ 1 00		
Berries		Tansy	5 00@5 50		
Cubeb	85 @ 90	Tar, USP	30 @ 40		
Flsh	15 @ 20	Turpentine, bbls.	54		
Juniper	10 @ 15	Turpentine, less	60 @ 65		
Prickley Ash	10 @ 50	Wintergreen, true	75 00		
Barks		Wintergreen, sweet	2 50		
Cassia (ordinary)	25 @ 30	birch	2 50		
Cassia (Saugon)	65 @ 75	Wintergreen, art'l	90 @ 1 20		
Elm (powd. 30c)	25 @ 30	Wormseed	3 50@4 00		
Sassafras (pow. 30c)	25 @ 30	Wormwood	5 00@5 50		
Soap Cut (powd. 30c)	25 @ 30				
Extracts		Potassium			
Licorice	27 @ 30	Bicarbonate	30 @ 35		
Licorice powdered	30 @ 35	Bichromate	20 @ 25		
Flowers		Bromide	94		
Arnica	30 @ 40	Carbonate	35 @ 45		
Chamomile (Ger.)	55 @ 60	Chlorate, xtal and	30 @ 35		
Chamomile (Rom)	55 @ 60	powdered	30 @ 35		
Gums		Chlorate, granular	40 @ 50		
Arnica	25 @ 30	Cyanide	40 @ 50		
Acacia, 2nd	45 @ 50	Iodide	3 77		
Acacia, 3d	40 @ 45	Permanganate	30 @ 35		
Acacia, Sorts	30 @ 35	Prussiate, yellow	50 @ 50		
Acacia, powdered	50 @ 55	Prussiate, red	90 @ 1 00		
Aloes (Barb. Pow.)	22 @ 25	Sulphate	15 @ 20		
Aloes (Cape Pow.)	20 @ 25	Roots			
Aloes (Soc. Pow.)	40 @ 50	Alkanet	20 @ 25		
Asafoetida	75 @ 1 00	Blood, powdered	20 @ 25		
Asafoetida, Powd.	1 00	Calamus	50 @ 60		
Pure	1 25	Elecampane, pwd.	15 @ 20		
U. S. P. Powd.	1 25	Gentian, powd.	20 @ 30		
Camphor	56 @ 60	Ginger, African,	15 @ 20		
Gualac	50 @ 55	powdered	15 @ 20		
Gualac, powdered	55 @ 60	Ginger, Jamaica,	22 @ 25		
Kino	70 @ 75	powdered	22 @ 25		
Kino, powdered	75 @ 80	Golden seal pow.	6 50@7 00		
Myrrh	40 @ 50	Ipecac, powd.	18 @ 20		
Myrrh, powdered	40 @ 50	Licorice	12 @ 15		
Opium	10 50@11 00	Licorice, powd.	12 @ 15		
Opium, powd.	14 00@14 25	Orris, powdered	30 @ 35		
Opium, gran.	14 00@14 25	Poke, powdered	20 @ 25		
Shellac	28 @ 35	Rhubarb	75 @ 1 00		
Shellac, Bleached	30 @ 35	Rhubarb, powd.	75 @ 1 25		
Tragacanth	2 25@2 50	Rosinweed, powd.	25 @ 30		
No. 1	2 25@2 50	Sarsaparilla, Hond.	65		
Tragacanth pow	1 25@1 50	ground	65		
Turpentine	10 @ 15	Sarsaparilla Mexican,	30 @ 35		
Leaves		ground	30 @ 35		
Buchu	2 25@2 50	Squills	20 @ 25		
Buchu, powd.	2 50@2 75	Squills, powdered	40 @ 60		
Sage, bulk	25 @ 30	Tumeric, powd.	12 @ 15		
Sage, 1/2 loose	30 @ 35	Valerian, powd.	25 @ 30		
Sage, powdered	30 @ 35	Seeds			
Senna, Alex	50 @ 60	Anise	20 @ 25		
Senna, Tinn.	25 @ 30	Anise, powdered	25 @ 25		
Senna Tinn powd	25 @ 30	Blrd, ls	12 @ 15		
Uva Ursi	18 @ 20	Canary	12 @ 15		
Oils		Caraway	15 @ 20		
Almonds, Bitter,	6 50@7 00	Cardamon	2 25@2 50		
Almonds, Bitter,	1 50@1 75	Celery	25 @ 30		
Almonds, Sweet,	1 25@1 50	Coriander	20 @ 25		
Almonds, Sweet,	50 @ 60	Dill	20 @ 25		
Amber, crude	25 @ 30	Fennel	25 @ 30		
Amber, rectified	40 @ 50	Flax	4 @ 8		
Anise	2 50@2 75	Flax, ground	4 @ 8		
Bergamont	6 50@7 00	Foenugreek, pow.	10 @ 15		
Cajuput	1 25@1 40	Hemp	10 @ 15		
Cassia	1 75@2 00	Lobelia	50 @ 60		
Castor, bbls. and	12 1/2 @ 15	Mustard, yellow	16 @ 20		
cans	90 @ 1 00	Mustard, black	16 @ 20		
Cedar Leaf	1 00@1 10	Mustard, powd.	20 @ 25		
Citronella	1 60@1 75	Poppy	15 @ 20		
Cloves	20 @ 25	Quince	15 @ 20		
Cocunut	1 25@1 50	Rape	15 @ 20		
Cod Liver	1 25@1 50	Sabadilla	35 @ 40		
Cotton Seed	75 @ 90	Sabadilla, powd.	40 @ 45		
Croton	2 00@2 25	Sunflower	8 @ 12		
Cupbebs	3 75@4 00	Worm American	15 @ 20		
Elgeron	2 50@2 75	Worm Levant	75 @ 85		
Eucalyptus	1 00@1 20	Tinctures			
Hemlock, pure	1 00 @ 1 00	Aconite	75		
Juniper Berries	2 00@2 25	Aloes	65		
Juniper Wood	70 @ 90	Arnica	75		
Lard, extra	85 @ 1 00	Asafoetida	1 35		
Lard, No. 1	75 @ 90	Belladonna	1 65		
Laven'r Flowers	6 @ 60	Benzoin	1 00		
Lavender, Gar'n	1 25@1 40	Benzoin Compo'd	1 00		
Lemon	2 25@2 50	Buchu	1 50		
Linseed, bbl'd, bbl.	51 @ 51	Cantharides	1 80		
Linseed, bbl. less	56 @ 60	Capsicum	90		
Linseed, raw, bbls.	50 @ 50	Cardamon	1 50		
Linseed, haw, less	55 @ 59	Cardamon, Comp.	1 00		
		Catechu	60		
		Cinchona	1 05		
		Colchicum	75		
		Cubebs	1 20		
		Digitalis	80		
		Gentian	75		
		Ginger	95		
		Gualac	1 05		
		Gualac Ammon.	80		
		Iodine	2 00		
		Iodine, Colorless	2 00		

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless **Lemon and High Class Vanilla**
 Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
 FOOTE & JENKS, Jackson, Mich.

1 9 1 4

Holiday Goods

OUR shipment of holiday goods orders taken early are practically finished. Considering European conditions and their influence on the commerce of our country, we are not only well satisfied with the volume of this line but the ability to fill orders as completely as usual. We can yet assist our customers who may have bought short or have sold out on certain items and desire to replenish. Prompt attention given to such orders.

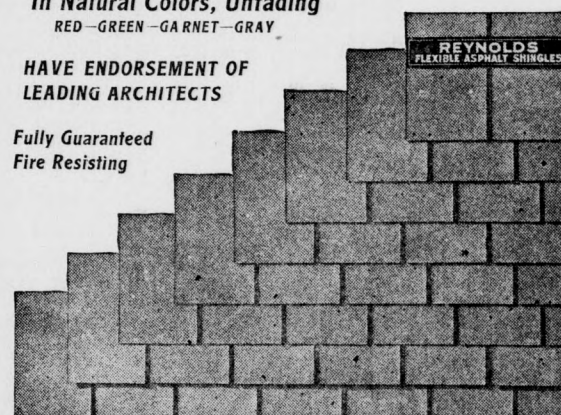
Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Reynolds Flexible Asphalt Shingles

In Natural Colors, Unfading
 RED—GREEN—GARNET—GRAY

HAVE ENDORSEMENT OF
 LEADING ARCHITECTS

Fully Guaranteed
 Fire Resisting



10
 Years
 Test

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

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer

GRAND RAPIDS, MICH.

Conservative Investors Patronize Tradesman Advertisers

GROCERY PRICE CURRENT

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

ADVANCED

Scotch Peas

DECLINED

Walnut Meats

Index to Markets

By Columns

Col.	1	2
AMMONIA	AXLE GREASE	CLAMS
Ammonia 1	12 oz. ovals 2 doz. box 75	Little Neck, 1lb. .. @1 00
Ammonia Grease 1		Little Neck, 2lb. .. @1 50
B	BAKED BEANS	CLAM BOUILLON
Baked Beans 1	1lb. wood boxes, 4 doz. 3 00	Burnham's 1/2 pt. 2 25
Bath Brick 1	3 1/2 lb. tin boxes, 3 doz. 2 35	Burnham's pts. 3 75
Bluing 1	10lb. pails, per doz. 5 00	Burnham's qts. 7 50
Breakfast Food 1	15lb. pails, per doz. 7 20	Fair 65 @ 70
Brooms 1	25lb. pails, per doz. 12 00	Good 90 @ 1 00
Brushes 1		Fancy @1 30
Butter Color 1		FRENCH PEAS
C		Monbadon (Natural) per doz. 1 75
Candles 1		Gooseberries 1 50
Canned Goods 1-2		No. 2, Fancy 2 35
Carbon Oils 2		HOMINY
Catsup 2		Standard 85
Cheese 2		LOBSTER
Chewing Gum 2		1/4 lb. 1 85
Chicory 2		1/2 lb. 3 15
Chocolate 2		MACKEREL
Clothes Lines 2		Mustard, 1lb. 1 80
Cocoa 2		Mustard, 2lb. 2 80
Cocanut 2		Soused, 1 1/2 lb. 1 60
Coffee 2		Soused, 2lb. 2 75
Confections 2		Tomato, 1lb. 1 50
Cracked Wheat 2		Tomato, 2 1/2 lb. 2 80
Crackers 5		MUSHROOMS
Cream Tartar 6		Buttons, 1/2s @ 15
D		Buttons, 1s @ 30
Dried Fruit 6		Hotels, 1s @ 20
F		OYSTERS
Farinaceous Goods 6		Cove, 1lb. @ 85
Fishing Tackle 6		Cove, 2lb. @1 60
Flavoring Extracts 7		PLUMS
Flour and Feed 7		Plums in Syrup 90 @ 1 35
Fruit Jars 7		No. 3 cans, per doz. 1 50
G		PEAS
Gelatine 7		Marrowfat 90 @ 1 00
Grain Bags 7		Early June 1 10 @ 1 25
H		Early June split 1 45 @ 1 55
Herbs 7		PEACHES
Hides and Pelts 7		Pie 1 00 @ 1 25
Horse Radish 8		No. 10 size can pie @ 3 25
J		PINEAPPLE
Jelly 8		Grated 1 75 @ 2 10
Jelly Glasses 8		Sliced 95 @ 2 60
M		PUMPKIN
Macaroni 8		Fair 30
Mapleline 8		Good 90
Meats, Canned 8		Fancy 1 00
Mince Meat 8		Gallon 2 40
Molasses 8		RASPBERRIES
Mustard 8		Standard @
N		SALMON
Nuts 4		Warrens, 1 lb. Tall 2 30
O		Warrens, 1 lb. Flat 2 40
Olives 8		Red Alaska 1 70 @ 1 75
P		Med Red Alaska 1 40 @ 1 45
Pickles 8		Pink Alaska @ 1 15
Pipes 8		SARDINES
Playing Cards 8		Domestic, 1/4s 3 75
Potash 8		Domestic, 1/2 Mustard 3 75
Provisions 8		Domestic, 3/4 Mustard 3 25
R		French, 1/4s 7 @ 14
Rice 9		French, 1/2s 13 @ 23
Roiled Oats 9		SAUER KRAUT
S		No. 3, cans 90
Salad Dressing 9		No. 10, cans 2 40
Saleratus 9		SHRIMPS
Sal Soda 9		Dunbar, 1st doz. 1 45
Salt 9		Dunbar, 1 1/2 doz. 2 50
Salt Fish 9		SUCCOTASH
Seeds 10		Fair 90
Shoe Blacking 10		Good 1 20
Snuff 10		Fancy 1 25 @ 1 40
Soap 17		STRAWBERRIES
Soda 10		Standard 95
Spices 10		Fancy 2 25
Starch 10		TOMATOES
Syrups 10		Good 90
T		Fancy 1 20
Table Sauces 10		No. 10 2 90
Tea 10		CARBON OILS
Tobacco 11, 12		BARRELS
Twine 13		Perfection 10
V		D. S. Gasoline 14
Vinegar 13		Gas Machine 22.9
W		Deodor'd Nap'a 13
Wicking 13		Cylinder 29 @ 34 1/2
Woodenware 13		Engine 16 @ 22
Wrapping Paper 14		Black, winter 8 @ 10
Y		CATSUP
Yeast Cake 14		Snider's pints 2 85
		Snider's 1/2 pints 1 85

3

CHEESE

Acme	@16 1/2
Bloomington	@16 1/2
Carson City	@16 1/2
Hopkins	@16 1/2
Brick	@16 1/2
Leiden	@15 1/2
Limburger	@15 1/2
Pineapple	40 @ 60
Edam	@85
Sap Sago	@24
Swiss, domestic	@20

CHEWING GUM

Adams Black Jack	62
Adams Sappota	59
Beeman's Pepsin	62
Beechnut	62
Chiclets	1 33
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentyne	62
Flag Spruce	59
Juicy Fruit	59
Red Robin	62
\$2.36)	62
Spearmin, Wrigleys	64
Spearmin, 5 box jars	3 20
Spearmin, 3 box jars	1 92
Trunk Spruce	59
Yucatan	62
Zeno	64

CHOCOLATE

Walter Baker & Co.	
German's Sweet	22
Premium	22
Caracas	28
Walter M. Lowney Co.	
Premium, 1/4s	29
Premium, 1/2s	29

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	2 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
No. 72 Jute	1 10
No. 60 Sisal	1 00

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	28
Huyler	36
Lowney, 1/4s	34
Lowney, 1/2s	34
Lowney, 3/4s	33
Lowney, 5 lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 3/4s	36
Van Houten, 1s	65
Wan-Hta	36
Webb	33
Wilber, 1/4s	32
Wilber, 1/2s	32

COCOANUT

5lb. cans per lb.	
1/4s, 5lb. case	30
1/4s, 15lb. case	29
1/4s, 15lb. case	28
1/4s, 15lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Pails	10
1/4s & 1/2s Galls	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	
10 5c pkgs., per case	2 60
25 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

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

MARACAIBO

Fair	24
Choice	25
Mexican	
Choice	25
Fancy	26
Guatemala	
Fair	25
Fancy	28

Java

Private Growth	26 @ 30
Mandling	31 @ 35
Aukola	30 @ 32

Mocha

Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	26 @ 28

4

Bogota

Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	17
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	

Extracts

Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	
Horehound	9
Standard	9
Standard, small	10
Twist, small	10
Cases	
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

Mixed Candy

Broken	8 1/2
Cut Loaf	10
French Cream	10
Fancy	10
Grocers	7
Kindergarten	12
Leader	10
Majestic	10
Monarch	10
Novelty	11
Paris Creams	11
Premio Creams	14
Royal	8
Special	10
Valley Creams	13
X L O	7 1/2

Specialties

Auto Kisses (baskets)	13
Autumn Leaves	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Dice	13
Cocanut Kraut	14
Cocanut Waffles	14
Coffy Toffy	14
Dainty Mints 7 lb. tin	17
Empire Fudge	14
Fudge, Pineapple	14
Fudge, Walnut	16
Fudge, Filbert	15
Fudge, Choco. Peanut	13
Fudge, Honey Moon	14
Fudge, Toasted Cocoa-nut	14
Fudge, Cherry	15
Fudge, Cocanut	14
Honeycomb Candy	16
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	11
Lozenges, Pink	11
Manchus	14
Molasses Kisses, 10-lb. box	13
Nut Butter Puffs	14
Salted Peanuts	12

Chocolates

Assorted Choc.	16
Amazon Caramels	16
Champion	12
Choc. Chips, Eureka	19
Climax	19
Eclipse, Assorted	14
Ideal Chocolates	14
Klondike Chocolates	18
Nabobs	18
Nibble Sticks	25
Nut Wafers	18
Ocoro Choc. Caramels	17
Peanut Clusters	20
Quintette	16
Regina	11
Star Chocolates	13
Superior Choc. (light)	19

Pop Corn Goods

Without prizes.	
Cracker Jack with coupon	3 25
Pop Corn Goods with Prizes	
Giggles, 5c pkg. cs.	3 50
Oh My 100s	3 50
Cracker Jack, with Prize	
Pop Corn Balls, with ribbon, 200 in cs per cs.	1 40

Cough Drops

Putnam Menthol	1 15
Smith Bros.	1 25

NUTS—Whole

Almonds, Tarragona	22
Almonds, California	
soft shell Drake	@ 22
Brazils	12 @ 13
Filberts	
Cal. No. 1 S. S.	@ 22
Walnuts, Naples	18 @ 19
Walnuts, Grenoble	17 @ 18
Table nuts, fancy	14 @ 16
Pecans, Large	@ 13
Pecans, Ex. Large	@ 14
Hickory Nuts, per bu.	
Ohio	

5

Cocoanuts

Chestnuts, New York	
State, per bu.	
Shelled	
No. 1 Spanish Shelled	
Package	
Peanuts	7 @ 7 1/2
Ex. 1 1/2 Va. Shelled	
Peanuts	11 1/2 @ 12
Pecan Halves	@ 55
Walnut Halves	@ 55
Filbert Meats	@ 38
Alicante Almonds	@ 65
Jordan Almonds	
Peanuts	
Fancy H P Suns	
Raw	6 1/4 @ 6 1/4
Roasted	7 1/4 @ 7 1/4
H. P. Jumbo,	
Raw	8 @ 8 1/2
Roasted	9 @ 9 1/2

CRACKERS

National Biscuit Company	
Brands	
Butter	
Excelsior Butters	8
NBC Square Butters	6 1/2
Seymour Round	6 1/2

Soda

NBC Sodas	6 1/2
Premium Sodas	7 1/2
Select Sodas	8 1/2
Saratoga Flakes	13
Saltines	13

Oyster

NBC Picnic Oysters	6 1/2
Gem Oysters	8 1/2
Shell	8

Sweet Goods

Cans and boxes	
Animals	10
Atlantics Also Asstd.	12
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Cameo Biscuit	25
Cecelia Biscuit	16
Cheese Tid Bits	20
Chocolate Bar (cans)	13
Chocolate Drops	17
Choc. Honey Fingers	16
Circle Cookies	12
Cracknels	18
Cream Fingers	14
Cococanut Taffy Bar	13
Cococanut Drops	12
Cococanut Macaroons	18
Cocnut Honey Fingers	12
Cocnut Honey Jumbles	12
Coffee Cakes Iced	12
Dinner Pail Mixed	8 1/2
Family Cookies	8 1/2
Fig Cakes Asstd.	12
Fireside Peanut Jumb	10
Fluted Sugs. Jumb	12
Fluted Coated Bar	11
Frosted Creams	8 1/2
Frosted Ginger Cook.	8 1/2
Frosted Raisin Sgs	10
Ginger Gems Plain	8 1/2
Ginger Gems Iced	8 1/2
Graham Crackers	8
Ginger Snaps Family	8 1/2
Ginger Snaps R'd	8
Harlequin Jumbles	12
Hobnob Cookies	12
Household Cookies	8
Household Cks. Iced	9
Hippodrome Bar	12
Honey Fingers Asst't	12
Honey Flakes	14
Honey Jumbles	12
Imperial	8 1/2
Jasmine Cakes	14
Jubilee Mixed	10
Kaiser Jumbles	10
Lady Fingers Sponge	30
Leap Year Jumbles	20
Lemon Biscuit Square	9
Lemon Wafers	17
Lemona	8 1/2
Mace Cakes	8
Mary Ann	8 1/2
Marshmallow Pecans	18
Medora	8
Mol. Frt. Cookie, Iced	14
NBC Honey Cakes	12
Oatmeal Crackers	8
Orange Gems	8 1/2
Penny Assorted	8 1/2
Peanut Gems	9
Plum Mixed	12
Raisin Cookies	10
Raisin Gems	11
Recess Tarts	15
Revers Asstd.	15
Saltines	18
Seafarm	12
Shaparoons	12
Spiced Jumbles, Iced	10
Sugar Fingers	12
Sugar Crimp	8 1/2
Sultana Fruit Biscuit	16
Sweethearts	25
Vanilla Wafers	18
In-er-Seal Trade Mark	
Goods	per doz.
Baronet Biscuit	1 00
Bremners Btr Wafs.	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 Bct	1 00
Ginger Snaps NBC	1 00

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 3 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	3 39
Carnival, 16 oz.	4 00
Cigar Clip'g, Johnson	30
Cigar Clip'g, Seymour	30
Identity, 3 & 16 oz.	4 30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 40
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	3 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	7 79
Dills Best, 3 1/2 oz.	7 79
Dills Best, 16 oz.	7 73
Dixie Kid, 5c	4 88
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	11 52
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 68
Five Bros., 5c	5 68
Five Bros., 10c	10 53
Five cent cut Plug	2 29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	7 72
Glad Hand, 5c	4 88
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	4 82
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 96
Hand Made, 2 1/2 oz.	5 50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	3 88
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	2 28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	3 88
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	5 00
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 82
Nigger Hair, 5c	6 00
Nigger Hair, 10c	12 00
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	1 32
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	7 77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

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Pilot, 7 oz. doz.		1 05
Soldier Boy, 1 lb.		4 75
Sweet Caporal, 1 oz.		60
Sweet Lotus, 5c		6 00
Sweet Lotus, 10c		12 00
Sweet Lotus, per dz.		4 35
Sweet Rose, 2 1/2 oz.		30
Sweet Tip Top, 5c		50
Sweet Tip Top, 10c		1 00
Sweet Tips, 1/4 gro.		10 08
Sun Cured, 10c		98
Summer Time, 5c		5 76
Summer Time, 7 oz.		1 65
Summer Time, 14 oz.		3 50
Standard, 5c foil		5 76
Standard, 10c paper		8 64
Seal N. C. 1 1/2 cut plug		70
Seal N. C. 1 1/2 Gran.		63
Three Feathers, 1 oz.		48
Three Feathers, 10c		1 04
Three Feathers and		
Pipe combination		2 25
Tom & Jerry, 14 oz.		3 60
Tom & Jerry, 7 oz.		1 80
Tom & Jerry, 3 oz.		76
Trout Line, 5c		5 90
Trout Line, 10c		11 00
Turkish, Patrol, 2-9		5 76
Tuxedo, 1 oz. bags		48
Tuxedo, 2 oz. tins		96
Tuxedo, 20c		1 90
Tuxedo, 80c tins		7 45
Twin Oaks, 10c		96
Union Leader, 50c		5 10
Union Leader, 25c		2 60
Union Leader, 10c		1 52
Union Leader, 5c		6 00
Union Workman, 1 1/2		5 76
Uncle Sam, 10c		10 98
Uncle Sam, 8 oz.		2 25
U. S. Marine, 5c		5 76
Van Bibber, 2 oz. tin		88
Velvet, 5c pouch		48
Velvet, 10c tin		96
Velvet, 8 oz. tin		3 84
Velvet, 16 oz. can		7 68
Velvet, combination cs		5 75
War Path, 5c		6 00
War Path, 20c		1 60
Wave Line, 3 oz.		40
Wave Line, 16 oz.		40
Way up, 2 1/2 oz.		5 75
Way up, 16 oz. pails		31
Wild Fruit, 5c		5 76
Wild Fruit, 10c		11 52
Yum Yum, 5c		6 00
Yum Yum, 10c		11 52
Yum Yum, 1 lb., doz.		4 80
TWINE		
Cotton, 3 ply		20
Cotton, 4 ply		12
Jute, 2 ply		14
Hemp, 6 ply		13
Flax, medium		24
Wool, 1 lb. bales		10 1/2
VINEGAR		
White Wine, 40 grain		8 1/2
White Wine, 80 grain		11 1/2
White Wine, 100 grain		13
Oakland Vinegar & Pickle		
Co.'s Brands		
Highland apple cider		22
Oakland apple cider		16
State Seal sugar		14
Oakland white picklg		10
Packages free.		
WICKING		
No. 0, per gross		30
No. 1, per gross		40
No. 2, per gross		50
No. 3, per gross		75
WOODENWARE		
Baskets		
Bushels		1 00
Bushels, wide band		1 15
Market		40
Splint, large		4 00
Splint, medium		3 50
Splint, small		3 00
Willow, Clothes, large		8 75
Willow, Clothes, small		7 25
Willow, Clothes, me'm		8 00
Butter Plates		
Ovals		
1/4 lb., 250 in crate		35
1/2 lb., 250 in crate		35
1 lb., 250 in crate		40
2 lb., 250 in crate		50
3 lb., 250 in crate		70
5 lb., 250 in crate		90
Wire End		
1 lb., 250 in crate		35
2 lb., 250 in crate		45
3 lb., 250 in crate		55
5 lb., 20 in crate		65
Churns		
Barrel, 5 gal., each		2 40
Barrel, 10 gal., each		2 55
Clothes Pins		
Round Head		
4 1/2 inch, 5 gross		65
Cartons, 20 2 1/2 doz. bxs		70
Egg Crates and Fillers		
Humpty Dumpty, 12 dz.		20
No. 1 complete		40
No. 2, complete		28
Case No. 2, fillers, 15		
sets		1 35
Case, medium, 12 sets		1 15

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

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BAKING POWDER
K. C.

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

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.

Stock Wanted—Dry goods, clothing, shoes or general. Must be cheap. Northern Michigan preferred. Address Box 232, Mason, Michigan. 733

Merchandise Sales Conducted—Stocks reduced or closed out entirely. Greene Sales Co., Jackson, Michigan. 734

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wis. 725

Drug Stock—One of the most complete and up-to-date drug stocks in Central Michigan. Large, nearly new store, light and spacious prescription room, complete soda fountain, full basement. One of the best locations in the city; 10 year lease at very low rental. Full particulars given to anyone meaning business. If not interested, don't answer. Address Drug-gist, Box 87, Lansing, Michigan. 726

For Sale—In one of the best cities of Michigan, clothing and furnishing stock, with or without fixtures. Good steady trade. Anyone interested can get particulars by writing P. A. H. 531 Fourth St., Detroit, Michigan. 727

Exceptional opportunity for party wishing to retire. Public Utility for sale. New plant. Only been operating three months, paying now \$1,500 per year. Will pay \$5,000 to \$8,000. Franchise fifty years; town 5,000 people. South Texas coast country, ideal climate. Price \$35,500. Cost of operation nothing. Address Box 222, Texarkana, Texas. 728

Do you want to sell your business or farm for cash? Our charges are less than 1 per cent. We advertise each individual sale. Our System long established means quick results. Ausberger Co., Kenton, Ohio, Dept. 5. 729

For Sale—Wood working factory, fully equipped and running. With water power and established business. Clyde L. Taylor, Trustee. Ross Cabinet Company, Otsego, Michigan. 730

For Sale—Stock of groceries, china, bazaar goods and ladies' and gent's furnishings. Only store of the kind this side of Detroit or Pontiac. Reason for selling—have decided to go out of the mercantile business. For particulars address M. Brock & Co., Northville, Mich. 732

For Sale—Stock of general merchandise, store building and fixtures, in a small town on the Detroit-Mackinac Railway. Best of farming country; reason for selling—sickness. Large implement business in connection. Good opportunity for the right party. Established for fifteen years. No. 714, care Tradesman. 714

To Exchange—360-acre farm for hardware, dry goods, grocery, gent's furnishing or general store. Farm is located in the famous Saginaw Valley, in fine farming section; 180 acres under cultivation, balance in pasture; well fenced; fine drainage, cultivated portion well tilled; new modern house equipped with electric light plant and water works, furnace, bath, etc. Three large barns and other outbuildings; tenant house; good orchard; railroad station and small town 40 rods, larger railroad town five miles. Will accept up-to-date business in any good location of Southern or Central Michigan, Northwestern Ohio or Northern Indiana or Northeastern Illinois; small town preferred. Will accept stock up to \$12,000. Price of farm \$24,000. The Farmer, 806 First Street, Bay City, Michigan. 717

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

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

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

Large catalogue Farms and Business Chances, or \$50 selling proposition free. Pardee, Traverse City, Michigan. 519

Do you want to sell your business or farm? Send us a brief description and we will advise if we can sell it. Our charges are less than 1%. Our system includes your individual advertising, meaning quick results. V. D. Augsburger Co., Kenton, Ohio. 636

Salesman calling on first-class trade in Western Michigan territory desires a good side line. Address No. 719, care Tradesman. 719

For Sale—Three compartment refrigerator, display table, scales, cash register, delivery car. All in first class order. H. T. Stanton, 18 Market avenue, N. W., Grand Rapids, Michigan. 724

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

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

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

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

For Sale—Clean stock of groceries in thriving town. High school, city water and lights; three wards. Lease building. Average sales \$35 a day. Thos. Brooks, Beaverton, Michigan. 721

For Sale—Grocery stock and fixtures, inventorying about two thousand. Brick building and cheap rent. Have other business. Write or phone, R. D. Miller, Fremont, Michigan. 723

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

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

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

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—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

\$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

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

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

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

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

If you are interested in selling or buying a grocery or general stock, call or write E. Krulsenga, c-o Musseiman 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

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

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.

A young man 26 years of age having eight years' experience in department store, would like a position as head clerk or manager of some department. Am now employed. Can furnish A-1 references. Address No. 731, care Michigan Tradesman. 731



THE Wilmarth LINE

NEW WILMARTH equipment made possible a big increase in sales for this suburban store—which is successfully competing with some of the largest department stores in the country. The owners are more than pleased with the investment. New fixtures of our standardized interchangeable unit type would do as well for you. Not only can we give you the latest ideas in fixtures but an unexcelled service, including store plans and advice on merchandising problems.

SEND for a catalogue, or have a representative call. Get in touch with the showroom most convenient for you.

Wilmarth Show Case Co.

1542 Jefferson Ave.
GRAND RAPIDS, MICH.

CHICAGO: 233 West Jackson Blvd.
ST. LOUIS: 1118 Washington Ave.
SAN FRANCISCO: 576 Mission St.

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

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

Made In Grand Rapids

Creating Confidence

Michigan is one of the most responsive markets in the world for your goods. Prosperity has overtaken the people and they are buying.

Tell the people of Michigan about your goods—how they are made and sold and how to recognize them. Tell it to them through a medium in which they have confidence. When they know who you are, and what you offer them, they'll buy.

The medium which has the confidence of its readers in the Michigan field is the

Michigan Tradesman

Use Tradesman Coupons

WE OFFER

Subject to Prior Sale The Unsold Portion of the

First Mortgage **BONDS** Tax Exempt

of the

Grand Rapids Gas Light Company

(Grand Rapids, Michigan)

Bond Dated February 1, 1915

Due August 1, 1939

The Michigan Trust Company

TRUSTEE

Interest payable twice a year at the office of the Michigan Trust Company

\$1,575,000 bonds, secured by first mortgage on all the property of this company, real and personal, assessed by the board of Assessors of the State of Michigan for taxation at \$3,800,000, or about 2½ times the amount of the mortgage.

DENOMINATIONS

\$100

\$500

\$1,000

These bonds are in coupon form and may be registered as to principal. Redeemable on any interest date on six weeks' notice at 105 and interest. Interest payable semi-annually on the first days of February and August of each year. Interest is payable at the office of The Michigan Trust Company, or at the option of the holder, at the agency of the company in the City of New York, where the principal is payable.

Strong Features of This Issue

- (1) An absolute first mortgage having the approval of the State of Michigan Railroad Commission.
- (2) A local issue on a property which has a steady and ever-growing business with substantial earnings.
- (3) Bonds are free from from all taxes in Michigan.

The legality of these bonds, and all legal matters incident to the issue, have been approved by Travis, Merrick & Warner, Attorneys.

PRICE: 100 AND INTEREST, YIELDING 5 PER CENT

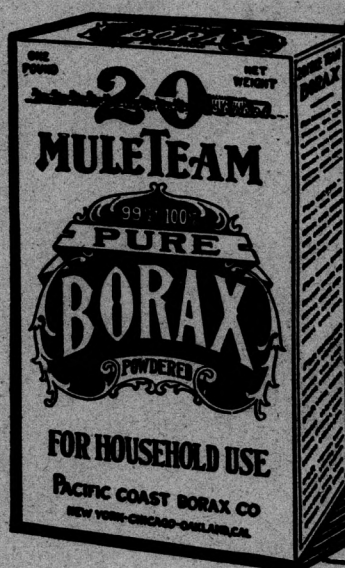
Full particulars and descriptive matter will be furnished upon request by

THE MICHIGAN TRUST CO.

Municipal, Real Estate and Corporation Bonds

Grand Rapids, Mich.

Every
Passer-by a
Prospective
Customer



20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

20 MULE TEAM BORAX

not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

The Pacific Coast Borax Co.
McCormick Building, CHICAGO.

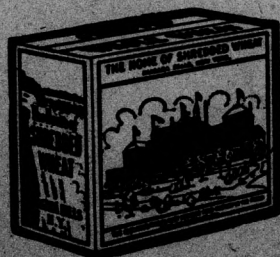
Makes Business For You



Shredded Wheat not only yields you a good profit, but helps you to sell fresh or canned fruits with which it makes delicious combinations.

Shredded Wheat

is not only the standard cereal breakfast food of the world, but it is the only breakfast food that combines well with fruits. Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, prunes, plums and other fruits.



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.



STOP!

Don't waste your time putting
up sugar in bags

You'll make more money
handling

**Franklin Carton
Sugar**



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

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

Mayer Yerma CUSHION SHOES

for Men and Women

*Warm in Winter
Cool in Summer*

**Money Makers and
Trade Builders
In All Seasons**

AN exclusive and profitable business can be secured in any locality with Yerma Cushion Shoes. There is always a certain percentage of the trade that want cushion sole shoes and when once the Yerma is worn this trade will accept no other make. The scientific construction of the Yerma—the superior quality of the material and workmanship, explain why this is so.

We supply the advertising that will get the business for you in your locality.

Get our proposition.



No. 731—Men's Fine Vici Kid Button, Tip, Yerma Cushion, Anti-Wet, Medium Wide High Toe, Black Fair Stitched, 1½-inch Half Military Heel, Single Oak Sole, Welt, E, 5-11

No. 776—Men's Fine Vici Kid Bal, Tip, Yerma Cushion, Black Fair Stitched, Comfort Last, 1½-inch Square Heel, Single Oak Sole, Welt, D-E, 5-11.

No. 779—Men's Fine Vici Kid Blucher, Tip, Yerma Cushion, Leather Lined, Black Fair Stitched, 1½-inch Rubber Heel, Medium Toe, Comfort Last, Single Oak Sole, Welt, E-EE, 6-11.

F. MAYER BOOT & SHOE CO., MILWAUKEE
Makers of HONORBILT Shoes