

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 16, 1914

Number 1630

BE STRONG

BE STRONG!

WE ARE NOT HERE TO PLAY, TO DREAM, TO DRIFT,
WE HAVE HARD WORK TO DO, AND LOADS TO LIFT,
SHUN NOT THE STRUGGLE, FACE IT, 'TIS GOD'S GIFT.

BE STRONG!

SAY NOT THE DAYS ARE EVIL—WHO'S TO BLAME?
AND FOLD THE HANDS AND ACQUIESCE—O SHAME!
STAND UP, SPEAK OUT, AND BRAVELY, IN GOD'S NAME.

BE STRONG!

IT MATTERS NOT HOW DEEP INTRENCHED THE WRONG,
HOW HARD THE BATTLE GOES, THE DAYS, HOW LONG;
FAINT NOT, FIGHT ON! TOMORROW COMES THE SONG.

MALTBIE D. BABCOCK

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST

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

THE IDEAL CHRISTMAS PRESENT

A

Citizens Telephone

APPRECIATED EVERY DAY IN THE YEAR

Call Contract Dept. 4416

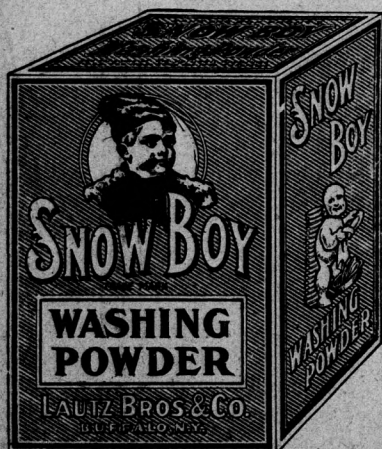
LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity
to supply the demand

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



SNOW BOY FREE!

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

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 16, 1914

Number 1630

SPECIAL FEATURES.

Page	
2.	Upper Peninsula.
3.	Proper Profit.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Detonations.
8.	Editorial.
9.	All About Tea.
10.	Clothing.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	Dry Goods.
18.	Shoes.
20.	Woman's World.
22.	Hardware.
23.	The Meat Market.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

Busy Ten Days for National Organizer.

W. M. Howe, official organizer for the National Retail Grocers' Association, has made much progress during the past ten days. On Monday evening, December 7, he organized a grocers and butchers' association at Battle Creek with fifty-one members. On the following day he visited Hastings and assisted in the organization of an association officered as follows:

President—Frank Horton.
Secretary—O. C. Russ.
Treasurer—C. A. Fuller.

The next day he visited Charlotte and had a talk with the merchants. Finding them not quite ready to organize, he proceeded to Lansing, where he obtained consent of M. C. Bowdish, President of the Lansing Association, to go to Charlotte and Grand Ledge and organize those towns a little later on.

He then went to Detroit where he met Secretary Fuller and talked over matters of mutual interest with the wholesale grocers there assembled.

The next day he went to Albion where he organized an association officered as follows:

President—H. R. Wochholz.
Treasurer—H. M. Brown.

He spent Sunday in Grand Rapids, going to Lowell Monday morning where he organized an association officered as follows:

President—Glen E. De Nize.
Vice-President—R. Van Dyk.
Treasurer—C. H. Alexander.

Last evening he went to Muskegon in company with Secretary Fuller to attend a banquet of the retail grocers and butchers.

Wednesday evening he plans to attend a banquet given by the Saginaw Retail Grocers' Association. He will meet President McMorris and they will proceed to Midland Thursday, organizing a retail grocers and butchers' association in that town.

Friday evening he will speak at the annual banquet of the grocers and butchers of Port Huron, whence he takes a train to Chicago and his home in Kansas City, where he will spend the holidays.

Prominent members of the State Association have written a letter to National President Connolly, urging him to permit Mr. Howe to return to Michigan about January 15 and continue the work of local organization until the State Association meeting at Lansing on February 22, 23 and 24.

Help the Needy and Suffering.

M. E. Trotter has returned from St. Louis, where his Rescue Mission is sleeping 500 men nightly on a cement floor, in addition to those who can be accommodated in the 200 beds at the disposal of the Mission. There are 260 men in line for coffee and bread which are dispensed regularly at the Mission. Mr. Trotter saw 2,385 men in the soup line at St. Louis last Saturday. This charity is provided by a wealthy Hebrew citizen of St. Louis. At Chicago Monday night 4,800 men were provided for at the municipal lodging house.

Mr. Trotter returned to Grand Rapids to-day, after an absence of more than a week, and found liberal responses to the appeal for assistance for our local poor published in the Tradesman two weeks ago. The aggregate, however, is not enough to give the poor of the City Rescue Mission such a Christmas as Mr. Trotter would like to accord them and the Tradesman thereupon urges its readers a second time to assist the unselfish workers at the Rescue Mission in giving the unfortunate a glimpse of Christmas cheer and Christmas charity.

A Chicago judge has given evidence of having some of Solomon's wisdom. A couple came before him seeking a divorce and it turned out that they quarreled over naming the baby. The mother had read a book in which the heroine was called "Dodo" and she wanted the baby to bear that name. The father said a dodo was an extinct bird of ostrich proportions and he refused to bestow the name of the bird on his child. The quarrel continued to the divorce court, but the judge suggested "Dorothy" as a name that would include all the letters in "Dodo" and not disgrace the child or its parents. The mother reluctantly accepted "Dorothy" and the couple left the courtroom arm in arm. A little tact and reason settled the family difference.

The man who always tries to get what is coming to him seldom stops at that.

Woman may be the weaker vessel, but man is more apt to go broke.

An agreeable person is the one who talks to you of yourself.

National Retail Grocers Showing Much Activity.

The call for the semi-annual meeting of the executive board of the National Association of Retail Grocers in Chicago Monday, January 11, and Tuesday, January 12, has been issued by President Frank B. Connolly.

At this meeting the expiration of the contract with the C. M. Wessels Co. on advertising will be acted upon, and a Nation-wide fight against the encroaching coupon evil, as well as trading stamps, will be launched. The results of the organizing campaign will be reported, and each resolution referred to the executive board by the Louisville convention will be acted upon. A tentative programme for the National convention in San Francisco next May will be planned.

After this meeting President Connolly will visit the Eastern states and attend several conferences in New York City, after which he will visit Washington, and then proceed first to Atlanta, and then to New Orleans, where he will arrange for an organizing campaign for the purpose of forming a State association in Louisiana. The officials of the Texas State Association will also be visited by the National president on his way back to California.

President Connolly reports excellent results from the Association's organizing work since the Louisville convention. He has, however, decided it best to discontinue the work of the two organizers on December 18 until after the holidays. He has arranged with National Secretary John A. Green to do some organizing in New Jersey, Delaware, Maryland and Virginia. Secretary Green has made two organizing trips into these States, addressing local associations that are in existence in the larger cities to induce them to join the National Association. Secretary Green is certain New Jersey will be affiliated with the National Association before the convention in San Francisco next May.

The contributions to the National Association's anti-trading stamp and coupon fight are beginning to come in. Over \$600 of the necessary \$1,000 needed has already been subscribed.

In the revelation by ex-Premier Giolitti that Austria in 1913 was proposing to make war on Serbia, and asked Italy if she would stand by the Triple Alliance, there is great suggestiveness in several different ways. We see clearly, for example, that the assassination of the Archduke Ferdinand merely gave the Austrian government a good excuse for proceeding with a war-like policy against

Servia which it had long cherished. It is plain, too, that Italy was already studying carefully the nature of her obligations under the Triple Alliance. She was bound to join Austria and Germany only in case they—or either of them—were attacked. There could be no reason for Italy joining in a deliberate move of Austria against Servia. Italy's straightforward refusal to lend herself to the Austrian plans of 1913 should have been sufficient notice to her allies that she could not be drawn into their schemes of 1914. The attitude of the Italian government this year, is by the way, as good as one could ask that Austria and Germany were not, as they alleged, beginning a "defensive" war. Italy located the aggression in Vienna and Berlin. Finally, in the light on the troubled year 1913 which is cast back by Giolitti's statement, we see how fully justified was the continued apprehension of financial Europe. It did not believe that the apparent settlement of the Balkan war meant assured peace; and we can now perceive that it was right.

Persons matrimonially and also economically inclined have no cause for worry. The cost of marrying has not gone up. The report spread that hereafter every couple securing a marriage license would be called upon to pay a war tax of 10 cents, a dime. Young men just on the edge of proposing were frightened. They feared that the 10 cent tax meant taxes on everything, and that it would cost fearfully to support two persons on the salary of one. But they are reassured. There is no war tax on marriage licenses, and these papers are still sold for the old price of a dollar. If the couple to be married desire a nice certificate to keep rolled up, or to frame, a charge of 10 cents is imposed, and for this sum a stamp is affixed to the certificate. That is all there is to it, and it is not enough to scare any bashful youth or coy maiden.

According to a member of a company which conducts a chain of restaurants in many large cities, the average expenditure for a meal in these eating houses has dropped within a year from 31 to 18 cents. Last October patrons were spending on an average of 31 cents for a meal where now they are spending but 18 or 19 cents. The price of the food has not dropped, therefore the reduction means that many are eating less than formerly. Perhaps they are eating more wisely and their physical condition may be just as good as it was a year ago. The most expensive food is not always the most nourishing.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 14.—The announcement of the sudden death of our esteemed fellow citizen, William Chandler, has cast a gloom over the entire community, which was not prepared for this shock. Mr. Chandler had been sick only a few days and the night before he passed away he was reported as having practically recovered, but instead of seeing him around again, the word of his death came as a severe shock. Mr. Chandler was one of our best known business men, having played an important part in the Soo's social and business welfare. He was a public spirited man who showed sound judgment. He possessed an attitude of mind free from personal interest and had a strict regard for duty. In civic affairs he was always one of the leading citizens whose advice was sought to assure success, as his words were listened to with marked attention and his advice was always heeded. From early manhood he had taken the initiative in organizing and founding commercial industries and the Soo had been the scene of his activities for more than thirty-seven years. It was to his efforts that we owe our water power development, our commercial lighting system, one of our newspapers, two financial institutions, the continuance of one of our leading mercantile concerns, the success of our public hospital and the promised future development of numerous local industries, to say nothing of his unrecorded deeds of charity and kindness. He furnished both public and private assistance which will not be soon forgotten. He was born in Raisin, Lenawee county, on April 27, 1846. His early life was spent on the farm and his education was received at a Quaker institution near his home, the Raisin Valley Seminary. He came to the Soo in 1877, in which year he was appointed by Governor Croswell as Collector of Tolls for the St. Mary's Falls ship canal, at that time known as the State Locks. The following year he established the Sault Ste. Marie News, in which paper he has maintained an interest almost continually. When the canal here passed from the State to the Government in 1881 he was made one of its first local superintendents, serving under Alfred Noble and Eben S. Wheeler and holding that position for four years, from which he resigned to devote his entire time to his various business enterprises. He was one of the organizers of our First National Bank and became one of its directors. Later in the same year he instituted the Sault Savings Bank and was made the first Cashier and manager of that Bank. He was also the principal stockholder in the Edison-Sault Electric Co. here. He has been one of our busiest men in building up the Soo and will be greatly missed in daily life. He has departed from this life, but his many acts of kindness and the mark he has made among us will both live forever. The enterprises which have been built up by this master mind will serve as a monument for all time and the Soo and surrounding country have all been the better for his life among us.

D. N. McLeod, lumberman of Rexton, was a business visitor here last week. While here Mr. McLeod was stricken with heart trouble, necessitating his being laid up in the hospital for a short time, but he has sufficiently recovered to be around again attending to his business interests and his many friends are pleased to see him again. Mr. McLeod is arranging for operations in his lumbering business this winter and expects to have a full crew for the winter's work, but has been handicapped, the same

as other lumbermen, for the lack of snow.

Chase S. Osborn, ex-Governor of Michigan and our fellow citizen, was tendered a reception at the Soo Club last week, where the guests listened to Mr. Osborn's lecture on Africa. A large crowd was on hand for this rare treat, which certainly was a master piece in the line of an African lecture and will long be remembered as the "best ever" in that line. Mr. Osborn presented the Club with some rare specimens of his hunt in Africa, which are prized beyond measure by the members of the Club. We find that Mr. Osborn is receiving many invitations from various parts of the United States to give lectures on various subjects and has left for Chicago, where he has accepted an invitation to deliver a lecture. We certainly are very proud of our esteemed citizen, as he is a speaker who can be classed with the best in the land and is a credit to his home town and State.

It was our good fortune while at De Tour last week to see two venturers from Montreal, B. M. Zimmerman and Mr. Smith, who arrived at De Tour in a canoe. They are making the entire trip from Montreal to San Francisco, De Tour being their first stop in the United States. From there they left for St. Ignace. The men had a complete camping outfit with them and were dressed in unique sweaters which were made in the shape of a sweater and coat combined, so that they would be ready for any sort of weather which they might encounter en route. They seemed hale and hearty and are prepared to make the entire trip as scheduled.

J. B. Melody, representing the soap department of Swift & Co. in Cloverland, has returned from a four weeks' campaign in Detroit and will resume his regular trip in Cloverland territory again this week.

The hockey fans are getting busy again and have lined up for six league games for the Soo with prospects of playing in finals against the champions of the Eastern division and a successful hockey season is looked for. We will be able to say more about the Soo fans after the first few games.

The Y. M. C. A. is also getting busy on team work, getting things in readiness for the coming winter. The basket ball teams are being formed. The suits are to be donated by the business firms here and each team will represent the business of the donor. Some good timber is being selected and the boys put in proper trim. The Soo team will work in conjunction with the Canadian basket ball team and an interesting series is looked for.

From the prediction of the local prohibitionists in the Upper Peninsula there is going to be great strides made in the coming spring election. While some of the business men are hesitating as to the advisability of prohibition throughout the Upper Peninsula the red ribbon party seem confident that they will have ample votes to put the Upper Peninsula high and dry, such as it never was before.

Local Elks are making great preparations for a Christmas dinner to the poor children of the city. The dinner will be given in the new Elk's temple which is almost completed. Sunday, December 27, is named for the opening. The local Elks have had a reputation for their generosity at their charity Christmas dinners and it is expected that this year will surpass all other dinners ever put up here.

The members of the Common Council and citizens are preparing to hold a Christmas celebration in the city park this year. A large Christmas tree is to be fitted for the occasion, with presents, candy, nuts and also food baskets which will be given to the worthy poor during the Christmas tide. The illumination will add

cheer to the Christmas spirit. As this will be the first time that anything of this nature has been pulled off here much interest is being manifested toward making the affair a success and probably an annual affair.

Hard luck has certainly fallen to the lot of Felix Wagner, champion ragtime piano player, who is now confined in the county jail charged with smuggling Chinese over the border. As this is Felix's second offense he will probably get the limit without further consideration. Felix had been looking for an engagement in the vaudeville circuit prior to being arrested and word of his engagement was not received until after it was too late. As he had been offered \$60 per week, it would have given him ample means for a livelihood without taking to the "get rich quick" method. Much sympathy is being felt for his wife and family of seven children who will have to suffer for their father's folly. However, the good people of the Soo are making it as pleasant as possible for the family.

A. G. Frey, Canadian representative for the Cornwell Beef Co., who has formerly made his home in the American Soo, has moved his family to Soo, Ont., where he expects to make his future home. This will enable Mr. Frey to be at home nights and convenient to the trade on his Canadian territory.

The local Order of Moose pulled off one of the best comedy attractions at the Soo opera here last week that has been held at the Soo in some time and they surprised their many friends who were not aware of the fact that the Soo contained such unusual talent in some of its citizens, especially I. W. Malmberg, German band master, and Robert Winkler, the flying Dutchman, and many others who are deserving of much credit. The entertainment was a grand success financially.

Wm. Kirkbridge, the well-known

Pickford butcher, paid us a visit this week, coming in with a large load of Chippewa county stock. William reports the roads in good condition since the last fall of snow, which will help business considerably in Pickford.

Robert Shattuck, of Detroit, who was reported lost during the hunting season in the vicinity of McMillan is still missing, although several deputies of the State Game Warden's Department have been conducting a thorough search for the missing man, but up to the present time have found no trace of him.

The jewelry store of Erard Bros., leading jewelers of St. Ignace, was burglarized late Saturday night and \$1,000 worth of stock stolen. The only clue left by the burglars was a mitten left in the store. One of the rear windows was broken with a large stone, by which entrance was gained, but the noise evidently failed to awaken the night watchman or anyone else.

The Stack Lumber Co., of Escanaba has succeeded in interesting a number of Roumanians in the cut-over lands near Pine Lake, in Mackinac county, and from a beginning with two families with forty acres each there is now quite a little colony there. The first settlers induced others to come up from Chicago and it has been a busy place ever since. The Stack Lumber Co., which is operating camps in the vicinity, will provide employment for the settlers during the winter months.

H. F. Wenzel, general manager of the Wenzel Lumber Co., at Fibre, was a business visitor here this week.

Nelson Baker and family left last week for Kennewick, Wash., where they expect to make their future home and conduct a fruit orchard. They have resided on the Baker farm here for a number of years and will be greatly missed by their many friends here.

William G. Tapert.

Announcement

Here's something new for
the live grocery

Fresh Cows' Milk In Dry Form

Keeps without ice

Big seller and good profits

Send in for samples and full particulars



Clio Condensed Milk Company

Clio, Michigan

PROPER PROFIT.

Protest Against Curtailment of the Retailer's Margin.*

On October 13 I addressed the Secretary of our Association as follows:

"I think you will agree with me when I say to you that we, as a firm, do not believe that the retail dealer should pay more than 90 cents per dozen for any article that is to retail for 10 cents, or more than 45 cents per dozen for any 5 cent article.

"I presume you appreciate the fact, that the tobacco companies are getting almost universally 48 cents per dozen for their 5 cent goods, and 96 cents per dozen for their 10 cent goods; and there are even some manufacturers who have the nerve to ask 50 cents and \$1 per dozen for 5 and 10 cent articles.

"Another line which has gotten into the 95 cent class recently is the prepared pancake and buckwheat flour, and I have wondered if a campaign from your office might not be started with the jobbers of the State which would tend to eliminate these conditions."

To this letter I received a very courteous reply a few days later, but heard nothing further from it until within a week, when Mr. Biggar called me over the phone and wanted to know if I wouldn't present the matter at this meeting in a way that would lead to a discussion of the

*Paper read by E. A. Dibble, Manager Hillsdale Grocery Co., at semi-annual meeting of the Michigan Wholesale Grocers' Association.

prices that should be paid by the retailer, and possibly to some united effort that might bring benefit.

Personally, I have felt for some years, in the granting of credit to my own customers, who are very generally four corner general merchants, that it was a duty the jobber owed his trade to discourage the marketing of any product that did not show the retailer, as well as the jobber, a legitimate profit.

After reading the article by our friend, Cressy, in the Saturday Evening Post, entitled the "Justification of the Jobber," which came out something like a year ago, I am more than ever impressed that we do owe it to our customers, the retailers, to discourage in every way in our power the marketing of any article through them which does not show a legitimate profit.

To my mind, one of the main problems we have before us to-day, in the granting of credits, is the bringing of the retailer to realize what his expense account really is and to make him appreciate the fact that in order to stay in business he must obtain a profit in excess of his actual cost of doing business.

To this end, it seems to me that the jobber should discourage the manufacturers in going to the trade with any article to retail at 5 cents at more than 45 cents per dozen; for any article to retail at 10 cents for more than 90 cents, and for more than \$2.25 for a 25 cent article.

In my experience of twenty years of going to the country merchant, I

do not believe I ever saw any one fail who knew what his expense account was and what margin of profit he was getting.

I believe, by a process of education, the retailer could be brought to realize better than he does at present the margin of profit he needs in order to be successful, but just how to conduct such an education I am at a loss to know.

In order to get them together, during the excitement of the first days of August, we invited the retail grocers of our own town to dinner with us, since which time they have been getting together once a month, at each time having some special subject for discussion, like "The Margin of Profit Necessary for the Retail Grocer." "How Best to Take Care of the Losses of the Retail Grocer." At the last meeting, held the first Wednesday of this month, we had with us J. W. Helme, the State Dairy and Food Commissioner, who addressed us at some length and answered all the questions the retailers saw fit to ask him, relative to the pure food and weights and measures laws. This meeting we felt was very beneficial to our dealers, as well as to ourselves; in fact, we feel that every one of these meetings have been of benefit, and I wonder if the wholesale grocers of Michigan are taking the interest they should in their customers, the retail grocers of the State.

Another abuse which it seems to me might be remedied to a great extent, if we were to act unitedly, is the promiscuous giving of orders by

the retail dealer, to specialty men for new articles, for at least half of these orders, we believe, are given by the dealers as a matter of getting rid of the persistent specialty man who gets after them, but as you know, after the goods are received and they are on the dealers' shelves for a time, he blames the wholesaler for having put them onto him.

I have wondered if this matter could not be gotten at through the State and National organizations of the retail grocers in a way that would be for the good of everybody.

Now, gentlemen, what we want you to remember to discuss for a few minutes is, first, What is a legitimate margin for the retail grocer, and how can we help to bring it about? Second, Can we in any way discourage the taking of specialty orders which ought not to be taken, and if so, how can we do this best?

Correct Classification.

"Your husband says he leads a dog's life," said one woman.

"Yes, it's very similar," answered the other "He comes in with muddy feet, makes himself comfortable by the fire, and waits to be fed."

Guy V. Cole, proprietor of the Cash Department Store, Three Rivers, in renewing his subscription to the Tradesman, writes: "The Tradesman is the best paper out. The front cover is worth the price. I could not keep store without the Tradesman. A Merry Christmas and a prosperous New Year to all with the Tradesman."

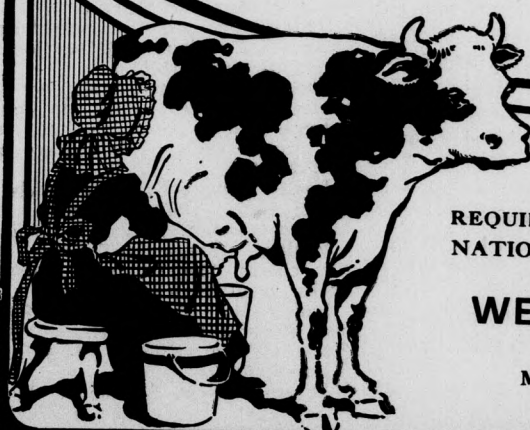
Read What One of Our Dealers Says About Dandelion Brand Butter Color

Wells & Richardson Co., Burlington, Vermont.

Gentlemen:—I have grown so accustomed to making steady profits from DANDELION BRAND BUTTER COLOR that I find I have been neglecting to push its sale.

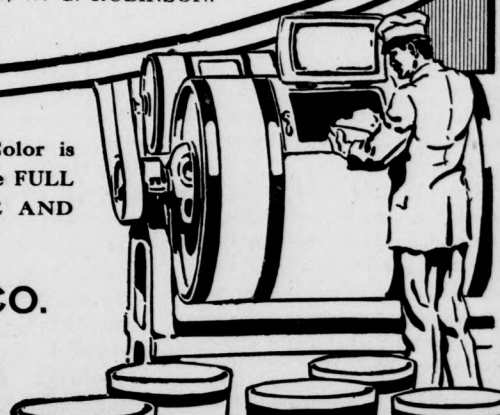
At my son's suggestion I made a window display of Dandelion Brand last week. The big profits that resulted surprised me. I am going to display DANDELION BRAND BUTTER COLOR from time to time

Cordially yours, W. G. ROBINSON.

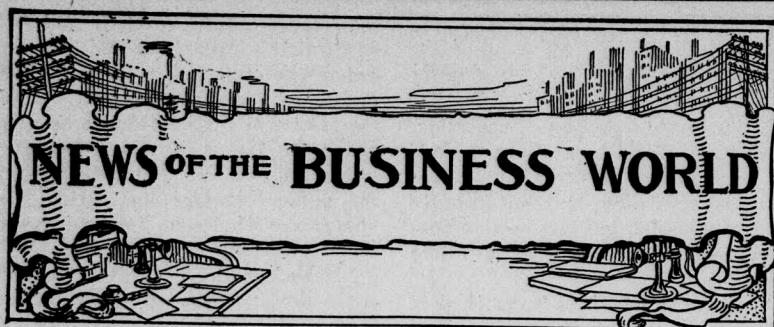


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with  the golden shade



Movements of Merchants.

Ovid—A. Squire & Son succeed H. D. Loree in the grocery business.

Harbor Springs—Capron & Co. have engaged in the bazaar business.

Manton—The Manton Mercantile Co. has engaged in general trade here.

Nashville—Mrs. Eleanor Stratton succeeds Mrs. Logan in the millinery business.

Three Rivers—W. J. Tracy succeeds Clark Potter in the grocery business.

Coleman—Snellenberger & Fife succeed Frank Methner in the grocery business.

Plymouth—O. M. Rockwell, recently of Saline, has engaged in the drug business here.

Charlevoix—Charles A. Neubert has opened a cigar factory in the Fagan building.

Saginaw—The Nez Perce Timber Co. has increased its capital stock from \$50,000 to \$100,000.

Bay City—The Wylie & Buell Lumber Co. has decreased its capital stock from \$250,000 to \$150,000.

Grand Haven—E. H. Nixon has sold his meat stock to Harm Bolthuis, who has taken possession.

Corunna—Ernest Cummins, recently of Owosso succeeds Mrs. George Setzer in the meat business.

Traverse City—O. J. Miller's hardware stock was destroyed by fire Dec. 10. The loss was nearly total.

Chief—Hans Griffiths has removed his grocery stock from Norwalk here and will continue the business.

Whitehall—Axel Johnson has added a line of pocket-books and leather novelties to his stock of harness.

Detroit—Max Bartholomaei Son & Co., contractors, have increased their capital stock from \$5,000 to \$20,000.

Vermontville—Frank Beck has purchased the Frank H. Benedict feed mill and will continue the business.

Corunna—A. M. Doyle, recently of Shepherd, has purchased the A. T. Nichols meat stock and will continue the business.

Harrison—Wm. Murphy & Co. have purchased the drug stock of Michael Fanning and now have the only drug store in town.

Custer—Eugene Schreiner, formerly of Ludington, has purchased the meat stock of Charles Stahelin and will take possession January 1.

Beulah—Mrs. E. Nasher has sold her stock of confectionery and cigars to Thomas Toland, who will consolidate it with his own.

St. Joseph—Arthur Kropp, whose cigar factory and stock was completely destroyed by fire recently, will resume business January 1.

Cheboygan—Merton Wertheimer and Clyde Milliken have purchased the H. J. A. Todd bazaar stock and will close it out at special sale.

Manton—Burglars entered the Reynolds Swanson grocery and confectionery store and carried away stock to the amount of about \$150.

Kalamazoo—Collins & Lovett, dealers in men's furnishing goods and shoes, are closing out their stock and will retire from retail business.

Belding—Arnold Schmidt succeeds Schmidt & Brown in the shoe and shoe repair business, having taken over the interest of his partner.

Plainwell—F. Kemano has sold his bakery to Tiefenthal & Champion, who will do a general catering business in connection with their bakery.

Manton—Martin Northrup has purchased the interest of his partner, Frank Inman, in the Inman & Northrup sawmill and will continue the business.

Cheboygan—W. G. Gebhardt, recently of Sand Bay, has purchased the Moses DeGowin grocery stock and will continue the business at the same location.

Ishpeming—H. B. Silverman has closed his women's ready-to-wear store and has removed the stock to Escanaba, where he will conduct a similar store.

Ovid—E. Z. Guild & Co. have removed their stock of bazaar goods from Frankfort to this place, where they will continue the business under the same style.

Lawton—Stanley Hoyt succeeds M. Deuel in the news stand, confectionery and cigar business. Mr. Deuel has reserved the jewelry stock and will close it out.

Kalamazoo—Fire damaged the William Maxwell Co. grocery stock at 115 West Water street, to the extent of between \$4,000 and \$5,000 December 11.

Negaunee—Wilfred Manning has sold his interest in the Manning & King clothing stock to his partner, A. R. King, who will continue the business under his own name.

Mecosta—Darwin F. Pratt, dealer in coal, wood and ice, has admitted to partnership his son and the business will be continued under the style of D. F. Pratt & Son.

Highland Park—The Busy-Bee Marks, men's clothing store, has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,850 has been subscribed and paid in in cash.

Marquette—Reany & McLean, grocers on North Third street, have dissolved partnership and the business

will be continued by Norman McLean, who has taken over the interest of his partner.

Chelsea—E. A. Forner and A. G. Hendelong have resigned their positions with the Fred H. Belser hardware store and will engage in a similar business about January 1 under the style of Forner & Hendelong.

Hancock—S. A. Michels, President of the Michels Garment Co., of Milwaukee, has leased two store rooms in the Elks' temple, which he will occupy with machinery and stock for the manufacture of overalls January 1.

Ashley—The Independent Elevator Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash. This concern will deal in farm products and building material.

Ishpeming—Mike Thiebert has resigned his position as manager of the grocery department in the August Hendrickson estate general store and will engage in the grocery business in the Nolan building, on Cleveland avenue, December 21.

Kalamazoo—The Madaya Milling Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,800 paid in in cash. This concern will mill and market rice and conduct a retail mercantile store.

Owosso—Jerome J. Davis, 67 years old, a dry goods merchant of this city for thirty years, died recently. He had been ill for several days suffering with pneumonia, but doctors had announced he had passed the crisis and would recover. After a relapse he sank rapidly until he died. He was prominent in the affairs of the Episcopal church, having for years been vestryman and lay reader. Three children survive. He was a member of the Masonic lodge and Elks.

Holland—The Standard Grocer and Milling Company is planning to feature the close of the year with a banquet to the grocers of this city and vicinity Monday, December 28. Two hundred and sixty invitations have been sent to grocers in Holland, New Holland, Crisp, West Olive, Hamilton, Fillmore, Overisel, East Saugatuck, Graafschap, Pullman, Grand Haven, Zeeland and the Black Lake resorts. Ex-State Senator Luke Lagers has been selected for toastmaster at the banquet and Mayor Nico-demus Bosch and ex-Congressman Gerrit J. Diekema are listed among the speakers.

Manufacturing Matters.

Detroit—The Ajax Brick Co. increased its capital stock from \$150,000 to \$200,000.

Detroit—The East Side Creamery Co. has increased its capital stock from \$5,000 to \$20,000.

Menominee—The Durow Cooperage Co. has been organized for the manufacture of butter tubs and similar articles.

St. Louis—W. A. Whitney, who conducted a cigar factory at Breckenridge, has removed his plant here and will continue the business.

Constantine—The Merritt Casket

Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,550 has been subscribed and \$2,000 paid in in cash.

Battle Creek—The Battle Creek Deformity Appliance Co. has been incorporated with an authorized capital stock of \$8,000 of which amount \$4,020 has been subscribed, \$20 paid in in cash and \$2,500 in property.

Howell—The Spencer-Smith Machine Co., manufacturer and dealer in finished machine parts, has been incorporated with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and paid in in cash.

Muskegon—The Muskegon Pattern Works has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property. This concern will engage in the manufacture and sale of wood and metal patterns.

Detroit—The Somera Carburetor Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash. This concern will engage in the manufacture and sale of automobile accessories and sundries.

Benton Harbor—The Racine Auto Specialty Sales Co., manufacturer and dealer in automobiles, motor trucks, gas engines and their accessories, 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.

Niles—The W. A. Reddick factory, which manufactured mole traps, wire scoops, wire forks, doll beds, etc., was destroyed by fire November 17. Within a week the Michigan Wire Goods Co. was incorporated and took over from Mr. Reddick his business, together with good will, patents, etc. The company has started operations in a building near the old site, with B. H. Smith as manager and controlling spirit. Mr. Smith had been superintendent of the Reddick factory for the past fourteen years up to and including the time of the fire. The company intends to carry on the business on a larger and broader scale.

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

Buffalo, Dec. 16.—Creamery butter, fresh, 27¢@33¢; dairy, 24¢@30¢; poor to good, all kinds, 18¢@23¢.

Cheese—New fancy, 15½¢@16¢; new choice, 15¢. Held fancy, 16½¢@17¢.

Eggs—Choice fresh candled, 36¢@40¢; fancy, 42¢@45¢; cold storage candled, 24¢@26¢.

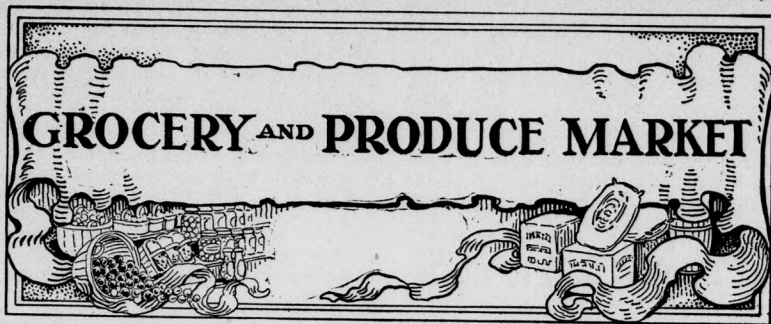
Poultry (live)—Cox, 10¢; fowls, 11¢@13¢; ducks, 14¢@15¢; chicken, 11¢@13¢; geese, 14¢@15¢; turkeys, 15¢@17¢.

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

Beans—Medium, new \$2.70@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¢@40¢ per bu. Rea & Witzig.

James Rowson, contractor, and now superintendent of construction on the new Masonic temple, has succeeded George E. Murphy in the cigar, pool and billiard business at 756 South Division avenue. The consideration, it is said, was \$4,200.



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—All table grades are firm at unchanged prices. Receipts are light, but normal for the season. The percentage of fancy butter coming in is very light, and meets with a ready sale at top figures. Under grades are cleaning up on a relatively lower basis. The market is healthy throughout. 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.

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—New-laid eggs are still scarce and are selling at top prices on arrival. Storage eggs are in ample supply, but only moderate demand. No change is looked for soon unless the weather gets bad. Local dealers pay 30c for case count and 32c for candled.

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

Grapes—Malagas, \$5@6 per keg.

Green Onions—35c for Shallots.

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

Lemons—Californias and Verdellis, \$3.50.

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 steady at \$1.50 per 100 lbs. for red and yellow and \$1.75 for white; Spanish, \$1.50 per crate.

Oranges—California Navels are now in command of the market fetching \$3.25 per box for all sizes. The fruit is fine in both quality and appear-

ance. 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—The market is slow except in young and old chickens. Receipts are rather liberal on these lines and this has prevented any advance in prices. It now looks as though 15c would be the price on average turkeys for Christmas. The reason is that prices ruling at Thanksgiving set the pace for Christmas trade and retailers insist they will not load up unless they can get goods selling at the prices prevailing at that time. Local dealers pay 8@11c for springs and fowls; 7c for old roosters; 10c for geese; 12c 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.

The Grocery Market.

Sugar—The market is 15 points lower, Eastern granulated being now quoted at 4.85c and Michigan granulated at 4.75c, New York basis. A resume of the week shows that the market for sugar is in a waiting stage, all eyes being centered upon Cuba, for the refiners are desirous of buying the new crop as cheaply as possible. Since the demand for their product is dormant, as usual at this time of the year, and the export enquiry at a standstill, the position favors them for the time being. Of course the pressure expected during the month of December has not materialized, thanks to the heavy rains in Cuba, which delayed grinding, only thirteen centrals being now in operation, as against twenty-two last year, and shippers have been unwilling to guarantee shipment before January 15. But the weather is now better and it will soon be seen whether the active grinding of cane will carry prices lower. The crop will be large—2,600,000 tons at the minimum estimate; but this increase will be many times offset by the decrease in beet production next year in Europe. While granulated sugar at the reduction is dull, it is figured that after

the turn of the year the country will take hold actively for requirements, realizing that 1915 will probably be a period of high prices, especially if Europe renews its demand for sugar here to eke out meltings.

Coffee—Rio and Santos grades are 1c higher. Stronger news from Brazil and active demand from abroad, probably for war purposes, caused the advance. The market has been sluggish and listless for a long while and felt that it wanted a little excitement. It therefore responded eagerly to the chance to advance, probably a bit too eagerly. There may come a weakening again. The everyday consumptive demand for coffee is only fair. Mild grades are unchanged and dull. Java and Mocha quiet at ruling prices.

Canned Fruits—Apples are a little firmer, due to the cleaning up of the cheapest stock, but the market is still low. California canned goods are unchanged and quiet. Small Eastern staple canned goods are quiet at ruling prices.

Canned Vegetables—While offerings from packing centers are light and sellers are disposed to hold for full quoted prices, the local demand for tomatoes is light and buyers are seeking to obtain concessions on such lots as they need for present use. They are buying nothing for forward delivery and comparatively little stock for immediate delivery is changing hands. Fancy corn is not plentiful in any quarter and while the demand is not active at present the tone of the market is strong. Cheap peas, although in moderate demand, have been pretty well cleaned up, according to current reports, and it is now difficult to locate anything of desirable quality that can be bought below 70c at the factory. String beans, particularly No. 3s, which are said to be closely absorbed, are in a firm position, although demand is on the hand-to-mouth basis. Southern fall packed spinach is easy, but without further quotable decline.

Canned Fish—Lobster is dull and in view of the interference with export demand by the war in Europe the tone is rather easy. Shrimp is quiet and unchanged, although the trend of the market seems to be in buyers' favor. Domestic sardines are going quietly into consumption at previously quoted prices. Imported sardines are in limited supply here and firm, but the demand for the most part seems to be on the hand-to-mouth order.

Dried Fruits—Reports from the Coast reflect a strong feeling there in spot or forward shipment prunes. Local buyers, however, are manifesting little interest in offerings at this time. In California raisins, except seeded, the market is firm owing to light offerings, and on the latter the market is reported to be firmer on the Coast. Currants are in small supply here and the market is firm. The demand for Smyrna figs has been goods, although prices are on a rather high level for the season. Stocks of four crown layers are said to be exhausted. The second and last Persian and Muscat steamer with new

crop dates is here. Her cargo is going freely into consumption on the basis of previous quotations, her arrival having no effect upon market prices. Local interest in apricots and peaches seems to be light, but advices from the Coast say that the tone there is firm, based on a better demand from other quarters. Spot supplies of Malaga raisins are small and with a steady demand for the holiday trade the market is firm.

Molasses—The market for molasses is steady, with arrivals of new crop taken on contracts. Prices are firm and the South is not disposed to make much concessions, especially as the grinding will soon be over. Blackstrap is quiet at quotations, there being a fair enquiry for feeding purposes.

Rice—In the South heavy purchases are reported of rough, one sale of 42,000 bags being noted, with the total fully 200,000 for the week. Screenings are very scarce. Japans are strong, with moderate offerings. Blue Rose continues the popular rice and prices are fully maintained.

Cheese—The market is steady, with a light demand and with prices unchanged. Stocks of fancy cheese are about normal for the season. The bulk of the recent arrivals is late-made cheese, not fancy, and have been sold slightly off.

Provisions—All cuts of smoked meats are steady, at unchanged prices. The consumptive demand is only moderate. Both pure and compound lard are firm and unchanged. Barrel pork, canned meats and dried beef are slow, at ruling prices.

Salt Fish—Mackerel is about unchanged for the week. The demand is very light, but the market for Norways is steady. In fact, some holders seem inclined to ask more money. Other grades of mackerel are unchanged. There is some demand for Cape Breton mackerel, which are being offered here now, several dollars per barrel below Norways. Cod, hake and haddock are unsettled and lower.

William Tice and John H. Postema, under the style of Tice & Postema, have started in the wood turning business in a shop in the rear of Postema's home, 942 Fremont avenue. Both are still employed by local concerns and look after the business during their spare hours.

Ransom Brothers, formerly of Mantion have started in the grocery business at the corner of Coit avenue and Dale street. They have leased the store formerly occupied by J. H. Hagadorn, at Division avenue and Elm street, and intend conducting both places.

Peter Feringa, whose bakery at 917 Temple avenue was recently destroyed by fire, has purchased a lot at the corner of Oakdale street and Eastern avenue, on which he will erect a concrete and brick bakery at a cost of about \$3,300.

Harm Bolthuis, of Spring Lake, has purchased the meat business formerly operated by E. H. Nixon on Fulton street.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Dec. 15.—Learn one thing each week about Detroit. Wholesale millinery houses produce 1,000 trimmed hats a day in their own shops. This, however is not very pacifying to married men, even if they do live in Detroit.

Detroit Council holds its regular monthly meeting Saturday night, December 19. At this meeting several presents will be given to the members holding the lucky numbers on tickets that will be presented absolutely free. The prizes consist of a large turkey, chickens, box of cigars, etc.

The prevailing idea of a useful Christmas present in Europe would probably be higher power guns.

The Frank Bros. Iron and Metal Co is building a block of five stores at the corner of Mack and Crane avenues. The stores are modern and the exterior of the building is of pressed brick with cut stone and tile trimmers.

Active preparations are going on for the fifth annual reunion of the Veteran Traveling Men's Association, to be held at the Wayne Hotel on December 29. Secretary Sam Rindskoff, as usual, is working with untiring zeal to make the reunion a success and it is important that all members who expect to attend advise him at once.

John Fulder, general merchant at Trenton, was a business visitor in Detroit last week.

Edwin Goldberg has let the contract for a two-story brick store and flat at the corner of Jefferson and Dickerson avenues.

William Freleigh, well known all over the State to the cigar trade, has resigned his position as State representative for the Best & Russell Co., to take effect December 31. and will again represent the Compeer Cigar Co., manufacturer of Plantista cigars. Mr. Freleigh, together with Don Sanders, of Grand Rapids, will take over the accounts of Michigan and Northern Indiana. The privilege for the barber shop and cigar business of the new Henry Clay apartment building now nearing completion, has been secured by Freleigh & Sanders, who will open an up-to-date place in the building about April 1.

One-quarter of the area of Saxony, reads a paper, is covered by forests. The other three-quarters, we take it, is covered by soldiers.

F. S. Stockwell, Bert Woodley, F. Hughes, J. Clements and J. McKnight, department managers for Edson, Moore & Co., were in New York on a business trip last week.

L. Levinson, dry goods merchant at Birmingham, was in the city on a business trip last week.

The Grand Executive Committee of the U. C. T. will meet in Detroit on December 19. The place where the meeting will be held has not yet been named. It is understood that many matters of importance will be discussed.

Mrs. Lillian Hoffman, wife of William A. Hoffman hardware merchant, died at her home, 211 Marston court, on Sunday night, December 6. She was 40 years old. The family had hosts of friends who mourn the loss of Mrs. Hoffman. Funeral services were held in the Holy Rosary church Wednesday morning.

J. K. Taylor, for the past few years manager for the Isbell Bean Co., has tendered his resignation to take effect with the ending of the year and will become a stockholder as well as Secretary for the Detroit Building Reports Co., a new concern organized to furnish building and construction reports. Mr. Taylor, who is a Cornell graduate, has keen business acumen in the business world and it was largely through his genius and ability the

organization of the new company was made possible.

Still it is not necessary to wait for January 1 to make any good resolutions.

Fred Nissley, well known Ypsilanti merchant, was in Detroit on business last week, incidentally visiting a few of his friends. Mr. Nissley conducts a bazaar goods store and is also a member of the dry goods firm of Nissley, Webb & Marr, of Ypsilanti.

Poor unsophisticated Ernest Welton! Mr. Welton is tall, lanky and the Hume Grocery Company's best salesman. Ernie sells groceries to Runner & Spellman, of Shelby, and anybody who ever called on that enterprising pair of merchants will vouch for the fact that their store is no place for unsophisticated salesmen to visit. Really we wouldn't be a bit surprised to hear of Ernie Welton buying a solid gold brick for \$3.50. After calling on the Shelby firm all these years, to fall—but let's tell what he fell for. Runner & Spellman carry a special Hume brand of tea that sells for 25 cents for half pound packages. Welton walked in the other day and Spellman brought out a package of the tea and told the grocery salesman that he had had two or three kicks on it lately and asked what was wrong with it. Immediately Ernie made an ascension and when he dropped back he rushed to his sample case, brought forth a package of the tea, ripped it open and proceeded to propound the splendid qualities it possessed and delivered to the meek storekeepers its history. The only thing that stopped his going further back into the history was the fact that he didn't know who lived in the garden of Eden before Adam and Eve. During Welton's gesticulations Mr. Runner disappeared. After the tea discourse was ended in walked Charlie Atwater, Shelby's leading and most popular clothing merchant, and asked for a half pound of 50 cent tea. He was handed a package of Welton's tea. A package of dynamite couldn't have caused a worse explosion. Charlie cursed that brand of tea and when Welton tried to explain he cursed Welton. Then he left the store and, as we heard later, Welton's face was so long that it would take two bars of soap to wash it. Soon in walked the undertaker from next door who bought a few groceries and then asked for a half pound of 50 cent tea. Ditto Atwater's explosion. Enter the village Plumber for tea and he, too, was offered a package of Welton's tea. Plumber was some talker also and he gave his opinion of a grocer that had the nerve to hand Hume tea out for the second time to the same customer. You've seen those Bulgarian hues the ladies wore last season? Well, Welton's face showed more colors than were ever invented and Bulgarian colors looked like plain white in comparison. Others came in for tea and the visit always ended in a tirade for the grocer and the Hume tea. After all were gone Welton apologized to Runner & Spellman and said he guessed the tea wouldn't do for their trade and he was glad he happened to be there when the kicks were made. He then sold them some other brand that he was sure would give satisfaction. The tea arrived all right as did Ernie Welton the following week. He then paid the boys for several packages of the new tea and told them to give each of the customers that kicked on the other tea a package to try—this he knew would appease the trade. After receiving the money (ten packages in all) from Welton the secret was spilled—Runner had sent all the neighbors in to kick on the tea and, so seriously did the lanky salesman take it, that it nearly caused international complications, as Mr. Hume was told that he had been cheated by the tea men in China and to think Ernest Welton, after calling on Run-

ner & Spellman ever since they had been in business, should fall for a joke and \$2.50. We don't blame the boys for asking him about tea kicks.

Harry P. Watson, who recently moved into his new store, at Kercheval and McClellan avenues, held a formal opening on December 8, amid a profusion of flowers, tokens of esteem from his friends. The new store, one of the finest in the Eastern part of the city, is a monument to the enterprise and years of earnest labor of both Mr. Watson and his wife. Mr. Watson carries a complete line of dry goods, furnishing goods and Christmas articles.

It is with regret that the hosts of friends will learn of the death in Charlotte last Thursday of Charles Hipp, who represented Morley Brothers, of Saginaw. Mr. Hipp covered the Southern Michigan territory and made his home in Kalamazoo. He was first taken ill in Nashville, according to reports, but managed to get to Charlotte, where he had intimate friends.

There is a remedy for everything but death, who, in spite of our teeth, will take us in its clutches.—Cervantes.

T. A. Carton, of the Carton department store, Ionia, was in Detroit on business for the store last week.

We are pleased to mention that the Cody Hotel, at Grand Rapids, not only has installed the individual towels, but has thoroughly remodeled its toilet rooms. We mention this Grand Rapids item because it was in these columns that we caused to be printed a communication stating some time ago that the Cody Hotel was violating the roller towel law. The management of the hotel also stated that everything possible would be done to give the traveling men strictly first-class service. The Cody has added to its efficient staff of clerks Mr. Lathrup, from Chicago, who has spent the last fifteen years in the hotel business. He succeeds H. M. Purvis, who has gone back on the road for the Deroy Reynolds Paint Co.

Mysterious things are going on about our house, which causes us to do our Christmas snooping early.

The American Car and Foundry Co. accepted a contract from the Water Board last week for cast iron pipe which amounted to \$500,000. The pleasing feature of a Detroit company getting the contract means steady employment for many extra men. The contract calls for 25,000 tons of cast iron pipe at \$21.45 a ton.

Bill Pohlman, of Marquette, Upper Peninsula representative for the Cohen Bros. Co., of Milwaukee, is in Detroit, where he will spend the holidays. Bill is a native Detroit and is always glad to get back "on earth" if only for a few days.

Percy Palmer, for years the Western Michigan representative for Burnham, Stoepel & Co., with headquarters in Grand Rapids, after nearly two years in the retail business in Windsor, Ont., will again be affiliated with his old house after January 1. Associated with Mr. Palmer in the Windsor business is Mr. Clark. Mr. Clark traveled for an English concern, while Mr. Palmer took active management of the business. With the outbreak of the war Mr. Clark found traveling very unprofitable and was obliged to take up duties in his store. Inasmuch as Mr. Palmer will reside in Windsor, where he can still be close to the business, it was deemed advisable, although he still retains a half interest, to allow Mr. Clark to take over the active management. His ability, acquaintance, experience and personality should prove a valuable asset to the ready-to-wear department which he will manage, together with A. J. Lind, another well known ex-merchant and traveling man.

In Holland the fastest trains, owing to the soft and yielding earth, can make but forty miles an hour. Some

of our Michigan trains should feel right at home in Holland.

S. A. Lockwood, veteran merchant of Lapeer, was in Detroit last week looking after the interests of his department store.

December 29 will be salesman's day at the Board of Commerce. The Board will keep open house on that day and all salesmen are invited to make its building their headquarters. This is an annual affair and Chairman F. E. Bogart, of the Wholesale Merchants' Bureau of the Board, promises this year will eclipse anything attempted in former years.

The funeral services of Mrs. Frances Smith, wife of the late Peter Smith, one of Detroit's pioneer grocer's was held in Detroit last Thursday.

The construction of a two-story modern building of brick and steel has been started at 694 Woodward avenue and when completed will be used as a salesroom and garage by the McKinny-Delvin Co. The building will be 50 feet wide and 150 feet deep. The height of the show room will be two stories and will be one of the finest in the country. This building will be completed by May 1.

The strongest thing we find nowadays is that most of those calamity howling traveling men now claim their sales are up to the average of other years, despite the fact that they almost scared the trade into not buying.

On January 2 the Traveling Men's Good Fellowship Club will give an entertainment, to which everybody is invited. Several members of Cadillac Council are active members in the Club and are very enthusiastic over the prospects of the party. Tickets are selling at 10 cents, the low price assuring a good sized crowd, while not diminishing the quality of the entertainment.

We haven't heard so much lately from those generals who were going to eat their Christmas dinner in the capital of the enemy's country.

William Siegel held an opening in store at 1669-1671 Gratiot avenue on Wednesday and Thursday of last week. The store was beautifully decorated, while large bouquets, the gifts of friends, were displayed all over the store. Music was furnished each afternoon and souvenirs for both the men and ladies were gratuitously distributed. Mr. Siegel first began business on the opposite side of the street about six years ago and from a very meager beginning has built the fine store he has just occupied.

L. T. Freeman, Chelsea druggist, was a business visitor in Detroit last week.

David Godfrey, 16 Hendrie street, is having an addition built to his factory building where he has an auto finishing and painting shop.

The Palmer-Bee Co. is having erected a warehouse of brick and steel at East Grand boulevard and Cameron avenue.

Almost unanimous is the praise from the traveling men for Governor Ferris in re-appointing C. L. Glasgow Railway Commissioner. Some day those same traveling men may be a strong factor in railroading Mr. Glasgow into the Governor's chair.

Tons of water were turned on the fire at Thomas A. Edison's laboratory buildings, but it would take more than tons of water to dampen Thomas A. Edison's ardor.

Mr. Morton, of Morton & Co., general merchants of Memphis, was in the city on business last week.

E. T. Barnum, wire and iron work manufacturer, has moved into new quarters at 864-878 Woodward avenue.

Christmas gifts and news items will be gladly received by either of us at 202 Montclair avenue.

Reports of bank clearings from the principal cities in the country for the last month and the first eleven months

show Detroit far in the lead. Learn another thing about Detroit.

Sammer, Stewart & Fisher, hardware dealers, 2877 Woodward avenue, are building a new store and flat building on the west side of the street.

To think Christmas but a few days away and poetry barred from these columns.

T. H. McGee, who conducts a drug store in Farmington, was in Detroit on business last week.

War orders amounting to \$40,000, have been placed with Detroit manufacturers. The orders include drugs, automobiles, auto trucks, hosiery, woolen sweaters and coats. Many of the factories are putting the Made in U. S. A. stamp on their goods.

F. A. Smith, representative for the Burroughs Adding Machine Co., was taken from the Ponchartrain Hotel, where he was staying, in an irrational condition Saturday night. Mr. Smith, whose home is in Pittsburg, came here to address the Burroughs salesmen.

The Michigan Vacuum Cleaner Co., after four years of successful business at 120 Farmer street, later moving to 66 Broadway, owing to increasing business, is again obliged to move into larger quarters, which it has found at 88 Broadway. Lou C. Wilbur is manager of the company.

This is the season when men spend from \$1 to \$5 trying to get a turkey for nothing.

Mr. Waterstrut, of the Waterstrut Garment Co., Port Huron, was in Detroit last week looking after business pertaining to his factory.

Horace Leick, department manager for Burnham, Stoepel & Co., was in New York last week on business for the house.

This page wouldn't seem quite natural during the season of good will, etc., without the story of at least one jewelry store robbery, the victim this time being Charles J. Thiry, well known jeweler at 27 Monroe avenue. Two men entered the store on Saturday night and after looking at some diamonds selected two, paid a deposit on them and left. After they were gone Mr. Thiry missed eight diamonds from the tray. To date the men and diamonds are still missing.

The Columbia Buggy Co. will build a \$20,000 structure at 27 Sheldon street, to be used as a salesroom.

Detroit stores will be open nights for one week for the benefit of the Christmas shoppers, commencing December 18.

Kind words may be more than coronets, but most of us could use something a bit more expensive on December 25.

A. F. Martin, of Imlay City, was in Detroit in the interests of his drug store last week.

Mr. Reick, of Reick & Gust, Utica, accompanied by his wife and daughter, was in Detroit this week.

No matter what we may have for

Christmas it will be more than many less fortunate will have.

Two highwaymen entered I. Kramer's dry goods store at 1037 Russell street one evening last week and at the point of revolvers emptied the cash register and decamped. Mr. Kramer, who essayed to give chase, was knocked down for his temerity.

S. Plotkin, 90 Hendrie avenue, has let a contract for the construction of his two-story brick store and flat building, which will contain seven stores and fourteen flats, to be erected at the corner of Beaubien and Frederick streets.

William Parker, of Culver & Parker, Brooklyn, was in the city on business last week. Mr. Parker reports the firm now ensconced in its new building which was erected following the disastrous fire that visited the town a few months ago. The new building is modern in every respect and is superior to the average store buildings found in the smaller towns.

According to the militarists a cannon in time saves a heap of trouble.

Detroit Council has issued a beautiful calendar for the members. Printed on the body are the dates of all regular and social meetings. The calendar is a work of art and is a credit to the enterprise of the Council.

Our missus finished most of her Christmas shopping early this year, because she did most of it—

In the attic store room.

James M. Goldstein.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Lansing has municipal waterworks and electric lights and General Manager Crane says that within five years Lansing homes will be heated by electricity, while cooking by electricity will be common.

Prospects are bright for a canning factory at Boyne City.

Shipments from Woodbury, in Barry county, this fall included 868 tons of sugar beets. Woodbury does not claim distinction for size, but is notable for its thrift, having no buildings for rent and no property for sale.

A school gymnasium, to serve also as a public meeting place, will be built at Dowagiac.

Mayor Ryno, of Benton Harbor, has abolished card games from pool and billiard rooms and from saloons.

Sault Ste. Marie has voted in favor of a bond issue of \$150,000 for a new school building.

Post office receipts at Bay City for the first eleven months of 1914 exceed the total receipts for 1913 by over \$5,000.

The Detroit & Mackinac Railway

has created the office of Industrial Commissioner, with Frank H. Gregory, of Bay City, as incumbent. He will aid in securing new industries along the line.

Reports from Marquette and other ore points for the past season show the shortest traffic since 1908, with shipments of scarcely more than one-third the 1913 record.

The Boyne City, Gaylord & Alpena Railroad, having completed its line into Atlanta, expects to open regular passenger service to that point Dec. 7.

The work of dismantling the cement plant at Marlborough, near Baldwin, will start within a month and machinery and lumber will be sold. The First National Bank of Mobile, Ala., which holds the bonds of the Mobile Portland Cement Co., the last purchaser of the Michigan plant, is advancing the money to sell the plant piecemeal. Efforts to sell the plant entire were not successful.

Business at the Lansing post office shows a gain of about \$8,000 in the past five months over the corresponding period of 1913.

The Garment Manufacturing Co., a new industry at Calumet, will double the capacity of the plant.

Secretary Chambers, of the Menominee Commercial Club, makes twenty-one recommendations looking toward a bigger and better city.

Commercial club secretaries of the State will meet in Ann Arbor Dec. 19.

Saranac is proud of her new boulevard lights and has reason to be proud of the improvement.

Hastings has accepted plans for a septic tank, which will be built in the second ward and will take care of sewers that serve 500 families.

Bay City night schools opened with 245 students enrolled, which is a material increase over a year ago.

Post office receipts at Flint for the past eleven months are more than \$10,000 ahead of business for the entire year of 1913.

President Buckingham, of the Flint Board of Commerce, has named his committees for the year and an attempt will be made to increase the membership of the board from 300 to at least 500 members.

The filtration plant at Adrian is being enlarged and improved and the work will be completed next April.

The Big Rapids Board of Trade agrees to erect a new building for the

Falcon Manufacturing Co., cost not to exceed \$6,000, and to give the company free use of same for five years on condition that the company will then buy the building at net cost of construction, without interest. The company agrees to add at least ten men to its working force.

Kalamazoo paid \$3,817.45 for the maintenance of its ornamental lighting system during the first six months. There are 233 lights in use.

Battle Creek is planning to employ fully 200 men during the winter, largely on sewer construction.

Detroit will expend \$4,000,000 on public work this winter and a man must live in Detroit in order to get a piece of this money.

The Reddick factory, at Niles, recently destroyed by fire, will be rebuilt.

The Niles Common Council has ordered that no power be turned on for the new cluster lights until all property owners have paid their pro rata share of the cost in full.

The city clerk's office at Three Rivers will be used this winter also as a bureau or clearing house for men and women desiring work.

Red Jacket is looking into the matter of cost of an ornamental street lighting system.

Cadillac will probably adopt the boulevard system of street lights.

The Preston planing mill, at Benton Harbor, which was burned six months ago, has been rebuilt.

Wm. W. Welsh has resigned as Secretary of the Ann Arbor Civic Association to accept a position in Boston. His successor is B. H. Rawls, of Coldwater.

Since Lansing reduced its price of electricity for lighting purposes, the city has added an average of 100 new customers a month.

Battle Creek has completed arrangements for a municipal Christmas tree, to be located on the Michigan Central park property, near the passenger station.

Reed City will again have a steam laundry, operated by Jacob Noll.

Almond Griffen.

J. E. Winters, for two years in the clothing business at 337 Bridge street, is closing out his stock and intends going out of business.

What some villages need is fewer street fairs and more fair streets.

'Tis the Best in the Land If It's Worden's Brand

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



(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 16, 1914.

THE GOSPEL OF HATRED.

Mayor Ellis has inaugurated a campaign of slander and innuendo against the Grand Rapids Gas Light Co., giving as a reason therefore his solicitude for the widows and orphans of the city.

Mayor Ellis' sympathy for the women and children was not greatly in evidence a few years ago when he was conducting a gambling house which enabled him to filch the earnings of men and cause the women and children to suffer. In the capacity of boss gambler he ruined more homes, destroyed more men, broke the hearts of more women and impoverished more children than any other man who ever crossed the threshold of Grand Rapids. He had no compassion for the victims of his gambling hell in those days. He was never known to re-establish a home he destroyed, a reputation he ruined or a man he debauched.

Why is Mayor Ellis now so solicitous for the widows and orphans of Grand Rapids and so anxious to prevent them from buying bonds uttered by a public utility he once intimidated into selling real estate to the city under threats which were regarded by many people as being near the line of blackmail?

Solely because he realizes that he has pulled every string the crafty politician can pull to keep himself in office except that of corporation bating. He has invoked, in turn, the aid of the labor unions, the saloonists, the Catholics, the Methodists and the Christian Scientists, and realizes that he is at the end of his rope, politically, unless he can excite the people to frenzy by malicious and mendacious attacks on a public utility which has always served the public well and faithfully. Ellis can create a furor of feverish foolishness on the part of the ignorant and vicious classes by the circulation of falsehoods which thinking people recognize at once as clap trap, but which the unthinking accept as truth. As a matter of fact, Ellis has no more regard for the truth than a hog has for philosophy, because all his life he has lived in an atmosphere of sham and pretense. This was what enabled him to succeed as a cheap gambler when he roped in country boys at the

rate of 10 cents a game. It stood him in hand when he opened up a gilded hell in the down town district and included trusted clerks and bank cashiers among his victims. It enabled him to con game the voters of this city to keep him at the head of the municipality. It sustained him in a gubernatorial campaign in which he received so few votes that his canvass was a joke and his ambition a mockery.

Ellis will make trouble for the Gas Company—and plenty of it—because he is a trouble maker, pure and simple. He has no more regard for his constituents now than he had for his victims in the gambling days. Everything he does—every word he utters—every step he takes is dictated by selfish impulses and questionable instincts. His guiding star is his own political future. The gospel he preaches is the gospel of hatred. The fruit he bears is the fruit of unrest and disaster.

HANDLING THE PEOPLE.

With the influx of trade attending the holiday season an additional force of salespeople will in many instances be required. There are a host standing ready for all of these places, for the most part young and inexperienced. They believe that the only requirements are an ability to stand behind the counter for a certain number of hours and to exact the price of the goods. Yet those who have tried the experiment of such help know full well that there is very much more necessary. You can easily spend more time in waiting on such help and keeping them within traces than it would take to do the work they accomplish.

"They do not know how to handle the people," is the secret of the trouble in a nutshell. After they have mastered the location of the leading goods and learned their respective values and pricemarks, there is still the great problem, the people. The goods along certain lines have each a value which can be rated, but it takes experience to know how to rate people. Aside from the new faces which are bound to appear, there is tact in handling those with whom you are most familiar. No two are moulded after the same model. The argument which would induce one to buy immediately may strike no responsive chord in the mind of another.

The study of salesmanship is not one which can be picked up in a few days or weeks. Every year should add to the efficiency of the person who thinks. The man or woman who does not perceive this feature in the business and improve upon it is not worthy of his hire. The goods are a big factor—of course they are—but the people are a vastly larger proposition. It takes more than a smiling face to sell them, although this is an element of success which should not be lacking. How to approach, how to hold interest and how to clinch the bargain are really the work of the expert.

Beware of people who are easily convinced; they are dangerous.

CABBAGE HEAD DISPLAYS.

You can make a pleasing window even out of cabbage heads. You may not believe this if you have always depended upon presenting this prosaic commodity in the bushel basket. Well blanched heads of the shining product arranged in neat rows in the show window, bordered with sprays of parsley and interspersed with well shaped bunches of celery, make a display which people will stop to look at. If you have some of the red varieties to help out, so much the better. Cranberries, too, may add to the effectiveness of the design chosen. Or a border of carrots or beets will add to the effect. If the cabbage are of the pyramidal form peculiar to certain solid varieties, build up a great central pyramid of them, flanking on the sides with the Late Flat Dutch or some other sort with decidedly flat heads.

A companion window may be composed of fruit. The same pyramid effect can easily be wrought out of any of the citrus fruits. Oranges are unsurpassed for this purpose; or a fort composed of them, with oranges for cannon balls and guns built up of dark colored grapes or chocolate candies, would prove timely. Grapefruit arranged in layers alternated with white grapes form a pleasing window. The bunches of grapes arranged in festoons form a most attractive window, although those who have found by experience how quickly the fruit commences to decay when removed from the cork sawdust will prefer, except for some special display, to bank the grapes on their protecting bed, dropping in here and there sprays of holly or running pine to conceal the cork.

It is the unusual combination which attracts. The object in trimming should always be to present some new form, to assemble unusual and yet closely related and harmonious goods. If you but go about it with a will, there are artistic possibilities in plenty even in the humble cabbage head and its neighbors.

THE ENERGY OF EDISON.

Flames swept away last week the twenty-four buildings of Thomas A. Edison, at West Orange, N. J., and in these the twenty-four year accumulations of the man who has been the wonder of the century; who has builded more in his time for the advancement of civilization than the largest standing army in the world could do; who has linked the far ends of the world in speech and rapid transit; banished darkness and rendered perpetual the voices which we love. The wizard who could do all this was powerless in the suddenness of the conflagration and priceless papers were dumped in a heap on a dirty farm wagon as the only available means of quick transit, while many of them doubtless went to ashes.

With almost superhuman pluck he declared, even before the embers had cooled, that he would have the debris cleared away and begin all over again. Although more than 67, he is undaunted, and in another five years, if life and health are spared him, we shall

doubtless see in West Orange larger, better facilities for carrying on the work which has made him one of the greatest men of this or any other age.

Every retail grocer will commend the pertinent protest against lessened profits voiced in the timely paper read by E. A. Dibble, the wholesale grocer of Hillsdale, before the Michigan Wholesale Grocers' Association at its semi-annual meeting at Detroit last Thursday. Mr. Dibble is big enough and broad enough to see that any curtailment of the legitimate profit to which the retailer is entitled not only works to the injury of the retail dealer, but, indirectly, is a detriment to the wholesaler as well. Mr. Dibble's suggestions are timely and it would please the Tradesman very much if its friends in the grocery trade would take his talk as a text and preach short sermons thereon for the benefit of the grocery trade of Michigan. The problem of what constitutes a living profit for the retail grocer has never been satisfactorily solved. Its solution depends on so many conditions and involves so many leaks and losses that it seems to be next to impossible to establish any iron clad rule which all grocers can safely adopt and adhere to.

It must be lovely to be a Government employe in Washington, for so much consideration is shown to the people laboring eight hours a day for Uncle Sam. Just now the Consumer's League of the District of Columbia has joined in a movement inaugurated by the Retail Merchants' Association to have half-holidays in the Government departments Saturday, December 12, and Saturday December 19, in order that Government employes may have a reasonable opportunity to do their Christmas shopping. Meanwhile plain, ordinary working people in Michigan are doing their Christmas shopping when they can, a little at the noon hour every day until they finish. The movement for the half holidays in Washington is because of the late openings and early closing of the stores. The hours there are from 9 to 6, but most of the Government employes are out by 5 o'clock in the afternoon at latest, many of them out at 4:30, and that gives time enough to buy several presents a day.

It does not fall to the lot of many people to literally pick a job out of the air, but that is what happened to John F. Harrington of Susquehanna, a licensed wireless telegraph operator. He was out of work and was amusing himself by listening to aerial messages in his own home, where he had a wireless outfit. He heard an appeal made from Scranton to New York for an operator, and cut in with an application for the job. An answer was flashed back that his application had been received, that he had been accepted and to report for work immediately. That was a position picked out of the air.

If forced to eat their words, more men would have indigestion.

ALL ABOUT TEA.

Comprehensive Discussion By An Able Expert.

According to a Chinese tradition, tea began as a medicine and developed into a beverage. The earliest report of tea in European writings was by a traveler in Arabia. He stated that after the year A. D. 879 one of the main sources of revenue in Canton, China, was the duty on tea.

As far back as A. D. 1610 the Dutch East India Company's ships brought the first tea to Europe and the price is said to have been equivalent to \$50 a pound. Gradually from that date it has passed from a luxury to a table necessity and good tea can now be retailed at 50 cents per pound—equal to seven cups for a cent.

You all know that a silver half dime is recognized the world over as the official testing weight for a cup of tea strong enough for any one to drink. Its weight is 19 2-10 grains, which, at 7,000 grains to the pound, makes 364 7-12 cups or one cup for every day in the year, and so we call it the cheapest beverage in the world as well as one of the most healthful.

The tea plant is an evergreen and belongs to the Camellia family. In the dense jungles of India, untouched by hand or cultivator, it grows to a height of fifteen to thirty feet, resembling somewhat a poplar tree. It bears a fragrant white flower which develops a seed about the size of a filbert enclosed in a hard, round shell and very bitter to the taste. In the autumn these seeds are gathered; the following spring they are planted in nurseries where, during the first year, the plants require considerable care. The second year the yearling plants are transplanted into tea gardens. At the third year some leaf is picked for tea making, but it is not until after the fifth year that the bushes yield the most leaves. The climate has much to do with the result of the crop. It takes about 4½ pounds of raw leaf to make 1 pound of prepared tea.

As to the component parts of tea, theine is the refreshing, invigorating tea quality. It is colorless. Tannin determines to a certain degree the strength of tea and is an astringent. An essential oil gives the flavor according to its character, differentiating one kind of tea from another. Wood fibre is found only in low grade teas. Wm. B. Marshall says, "Tea does not class as a food, but as a food adjunct. Its chief food value lies in the fact that it retards waste of tissue."

Kinds of Tea.

Generally speaking, there are three kinds of tea: fermented or Black teas; semi-fermented or Oolong teas; unfermented or Green teas. Fermented or Black teas are generally known in this country as English Breakfast teas. Up to within ten or fifteen years practically all of these came from China. Ceylon and India, however, are supplying a great many of them now. Practically all semi-fermented teas, known as Oologs,

come from the Island of Formosa. Unfermented teas are known as Green teas. About 45 per cent. of the entire consumption of tea in the United States is Japan tea, usually called pan-fired and basket-fired tea. Under the heading of unfermented teas will also come the Green teas from China, known as Gunpowders and Young Hysons.

The laws of to-day require purity in food products and the question of which growth or kind of tea is the better is, generally speaking, a matter of taste, for all teas now admitted into the United States are uncolored, pure and wholesome. No other food product in this country is so well protected by government inspection against adulteration of any sort as tea, and the simple fact of its admission is a guaranty of its purity.

The six primary tea countries are Japan, China, India, Ceylon, Formosa and Java. Each claims its own teas to be superior to all others and while Japan seems to be the American's first choice, it is no doubt best to give the customer what he wants but urging quality.

Let us compare the tea trade of the United States with that of some other countries and then ask ourselves "What is the matter with ours?" In 1910 the world's consumption was approximately 1,250,000,000 pounds, according to official statistics. (U. S. Consular & Trade Report, C-G London). The consumption by the United Kingdom was 287,000,000 pounds or 6 39-100s pounds per capita, Australia 6 83-100s pounds, New Zealand 7 45-100s pounds and Canada, under practically the same climatic and hygienic conditions as ourselves, 4 43-100s pounds, while the United States' consumption is less than one pound per capita or 89-100s of a pound.

Tea is the national beverage of England and is regarded especially by the laboring classes as one of the prime necessities of life. The principal teas consumed are the Black teas of India, Ceylon and China, while we of America are the Green tea drinkers of the world. Therefore, is it possible that the Black or fermented teas are the more palatable and the drinking of them creates more of a desire for tea as a beverage. Dr. Woods Hutchinson, an authority, in a very interesting article on "Feeding a Million Men" says, "It was the opinion of both the American and English army medical men who accompanied the Russian and Japanese armies in their late war that the habit of drinking hot or cold tea, almost to the exclusion of any other beverage, was largely responsible for the surprisingly low typhoid rate that obtained in both armies." It has practically driven alcoholic liquors out of the armies of the world. In the present great European war the value of tea is recognized. Russia has absolutely prohibited the sale of vodka and beer through her immense dominions, substituting tea for her soldiers; France has prohibited the sale of absinthe and the British soldier marches through the finest vine-

yards in existence and demands his cup of tea. The Indian of the North country always takes his tea with him. When asked why he doesn't take coffee, replies, "Me long march; tea's the boy."

The temperance agitation in Germany is bearing fruit in that in many of the great machine works tea is taking the place of beer. (Ludwig-Loewe & Co., Berlin) Sir Ernest Shackleton, in his trip across the South polar continent, marched his men eight hours every day and for stimulant selected tea to be taken at midday to refresh and invigorate his men for the afternoon march. Lord Kitchener attributed a great share of the success of his Soudan campaign to the drinking of tea by his soldiers and he has just recently cabled to the Ceylon Planters' Association his grateful acceptance of more than a million pounds of tea for the use of his troops in the field in the present war.

In short, there is no beverage more healthful, more refreshing and more invigorating than tea, no article of commerce more important in the selection and nothing more profitable to the retail grocer than tea. It is one of his big revenue producers and should occupy a prominent position in the store, instead of being relegated to the back, dark corner to be sold only when asked for.

Tea is a very delicate and sensitive leaf, filled with oil cells, and will quickly absorb any foreign odor, and the careless method of handling by many grocers, the exposure of the leaf in the chests in windows and often in boxes and tubs, to be contaminated by dirt and its fine aroma dissipated, is not conducive to the growth of the tea business, which is certainly profitable enough to deserve more consideration. I doubt if there be a single article of food sold by grocers in this country which is spoiled so much in the preparation as tea. E. C. Simmons says, "A jobber's first duty is to help his customer to prosper." Therefore, are we as jobbers doing our duty in instructions to our salesmen and in conducting the proper educational publicity that will work through the retailer to the consumer as to the proper selection and brewing of tea? The ignorance of many consumers who want to get all their money's worth and so boil it "good and long to get the strength" reminds me of the old Irish woman who, when asked what kind of tea she preferred, replied that she liked "Oolong tay the best because it took such an illegant grip of the second wather."

Our friend, the grocer, needs and often asks for education on the merits of tea, but how many of our grocery salesmen are capable of conveying it to him? England has been made a tea drinking nation by education and learning to discriminate in quality, while with us in America the test of tea is too often the test of price rather than quality, and the desire to make a sale rather than a repeating customer. Possibly the inaction of tea importers or distributors them-

selves is responsible for the want of publicity so much needed and better work on their part might well remunerate them in increased consumption. How many grocery clerks know what an English Breakfast tea is? You have probably heard the reply of the "talented American clerk" to the lady who was very particular in wanting a high grade of English Breakfast tea, so she said to him, "Are you sure this is genuine English Breakfast tea?" In reply, he said, "Madam, I am perfectly sure it is, for I had some of that same tea at supper last evening and I dreamed all night that I was falling off London bridge." That was as far as his knowledge extended. Perhaps it was not his fault, but the fault of the haphazard American way of getting a job rather than learning a trade that was to blame, with the material result that while the population of the United States is increasing the consumption of tea is not keeping pace, but rather decreasing for we have had a record in the past of 158-100s pounds consumption per capita instead of 89-100s of a pound as now. Is it not true that our salesmen, if they sell any tea at all, try to see how many pounds they can sell by underselling the other fellow, rather than how high grade a tea they can sell? My experience in specializing for more than thirty years, both as seller and as buyer, convinces me that retailers who have built up an extensive and profitable tea business have done so by giving the consumer quality teas at a fair profit, and our salesmen should be instructed to talk quality and high grade, and what is more, should know what they are talking about. The consumption of tea can only be increased by appealing to the palate and you can not do that with inferior goods.

In conclusion, the tea business properly belongs to the wholesale grocer and there are none of us who do not welcome fair and honorable competition with each other. We are in a position to do the retail grocer more good and give him better value and better service in the buying of his teas than the outsider so-called specialist who hypnotizes the retailer's imagination into believing that only codfish, canned goods and breakfast foods are suitable to buy from us. With my apologies to our coffee friends, it is said that John Milton knew the delights of tea and that he drank coffee during the composition of *Paradise Lost* and tea during the building of *Paradise Regained*, all of which goes to show that the drinking of tea produces optimism.

William F. Blake.

Does the Dog Know?

The Frenchman did not like the look of the barking dog barring his way.

"It's all right," said his host: "don't you know the proverb: 'Barking dogs don't bite'?"

"Ah, yes," said the Frenchman. "I know ze proverb, you know ze proverb; but ze dog—does he know ze proverb?"



CLOTHING

The Other Side of the Counter.

He was one of those calm, inoffensive looking men and as he leaned over the glove counter of the haberdashery shop through which I happened to pass the other day I heard him ask the impressive looking young salesman, "Are these real chamois gloves?"

"Absolutely the real thing," answered the clerk with the dignity of the President's Cabinet.

And the mild-looking patron replied, "My young friend, do you know that the chamois is an animal almost as extinct as the dodo and that Switzerland cannot produce enough of them to make gloves enough for its own use? This is probably lamb or sheepskin, from which all so-called gloves are made; they are tanned with fish oil alone, and because no other process is used or ingredients added, the leather is washable. After having remained in oil sufficiently long, they are simply dried and bleached in the sunlight. That, in short, is the method of producing what you are trying to sell to me as chamois. Do you know what cape gloves are?"

"Why, yes; the leather comes from the Cape section of Africa, doesn't it?"

"That's where the name originates, but it is a long time since any skins came from there. Most of it is from Russia, although several countries produce it. It used to be a peculiar skin found only in the South African province, but a dozen or more types are used. The cape glove gets its name in the present usage of the term through its peculiar tanning process; Africa hasn't anything to do with it. Here we have a pair of Mocha gloves; do you know what they are?"

"Well, we are selling a lot of them to the best trade this season and we're glad to recommend this particular make; it's the finest obtainable.

"Yes, my boy, but what can you tell me about the glove itself? Do you know that no other leather passes through so many hands as this, nor is there another skin that receives so much treatment in its preparation? The best leather comes from Arabia and is really a sheepskin. The process of treating it requires more care and experience than any other leather; it begins with extreme care in breeding the animal and extends through the whole process to the finished product."

And the incident was closed.

But it illustrates my theory that the average salesman knows hardly anything of the stuff he sells. It's a sort of indifference or lethargy that probably applies to everything he does connected with his work. While it is not probable that the everyday buyer

will ask questions that actually need an intimate knowledge of the wares, on the other hand, wouldn't it be a splendid idea to tell the purchaser something of these rather than to inform him time and time again that the fashionable trade is wearing this special thing and that it's the very best of its kind to be procured anywhere?

It would be rather unique to hear a haberdasher's clerk tell me anything I did not already know about the stuff he sells, and I think that I should feel inclined to cultivate that particular shop and his attention to my wants. Just working on the principle that the man who asks for gloves needs and will buy them is a measure of least resistance that becomes part of a clerk's system after a while, unfitting him for anything else but the taking of orders in a purely automatic way. I think one might make a very interesting study of shirt fabrics, silks and so on, through the entire department. What more substantial backing for a convincing selling talk could there be than an intelligent and illuminating explanation of those things which may happen to interest the buyer? Just because people do not demand anything but a low order of capacity in a clerk is absolutely no reason why he should give them nothing but the stupid attention they have learned to expect at the hands of the average salesman.

What man who sells motor cars cannot tell you all about the most intricate portion of them? He is prepared to take the machine to pieces and give you the history of each bit. If he cannot do it he probably won't sell many cars; and this same intimate knowledge is true of an insurance man's training, a bond salesman, and in every field where disposal of a product depends as much upon the skill of the selling agent as it does upon the value of the stuff itself. And isn't it equally true that these chaps who thoroughly understand their wares find an actual pleasure in handling the most difficult cases? If they fail it shows up a weak place that needs looking after; if they succeed, there's the very human satisfaction resulting through having overcome difficulty by real skill. It puts the zest into the game and makes it actually worth playing.

Information is about the cheapest thing to get—if we take the trouble to look for it. Take this subject of gloves, for example, which, by the way, I worked off on half a dozen clerks, only to find all of them as deficient as the dignified salesman mentioned. Why not read up on a topic that concerns so closely all connected with this business? There are

twenty papers on the subject ready for your hand; talk to the buyer and sound him; if he's any sort of a man he'll tell you enough to start you off in the right direction after which you will become so interested yourself that you'll not wish to stop until you have found out all there is to know.

And when you can tell the next fellow something about gloves that will be news to him you will then have taken the first step forward along the route that leads to the bigger things. It's all in the start; the rest is only time, ambition and—yourself.—Haberdasher.

Hundreds Swindled by Corset Peddler.

Hillsdale, Dec. 15.—Women of Hillsdale city and one or two men have been swindled out of between \$300 and \$400 by a woman who gave the name of Mrs. C. S. Long, and who claimed to be representing the A. B. Stewart corset factory at Ann Arbor, which, she said, had branches at Jackson and Grand Rapids. She canvassed Hillsdale, Reading, North Adams and Jonesville.

The women claimed that she was introducing a new line of corsets, and that in order to get the corsets introduced, orders would be taken at half price. She had two corsets which she showed as samples. One was supposed to sell at \$6 and the other at \$4. In order to get them at half price, the women were supposed to pay \$1 to her to bind the bargain. Over 300 women were persuaded into signing their names to her list.

Not content with swindling the women, Mrs. Long, or whatever her name might be, jumped her board and rooming bill. She owed for meals at the Kemp restaurant and owed \$8 to Nelson Bates for rooms at his rooming house. He claims that she also stole \$20 from him. Mr. Bates swore out a warrant for her arrest and with the officers traced her to Coldwater, Sturgis and Fort Wayne. She bought a ticket to Coldwater and after that paid on the trains. But as the warrant had only been made out for jumping the board bill, it was im-

possible to bring her from another state back to Michigan. Hence the officers have been compelled to drop the case temporarily. It is understood that the proprietor of the corset factory which she claims to represent intends to push the prosecution and a good many Hillsdale women are anxious that the case shall not be dropped for good. The woman has lived at Angola, Fort Wayne and other places in Indiana.

Owosso Merchants Join Hands.

Owosso, Dec. 15.—At the meeting of the Owosso retailers held at the National Hotel Monday evening, the constitution and a name for the organization of the merchants were adopted and those in attendance listened to two interesting addresses, one by John Thuerer, President of the Ann Arbor Retail Merchants Association, and the other by Vice-President Heisel, of the same organization.

The Association will be called the Retail Merchants Co-Operative Association, and its object, as expressed in the constitution, is the encouragement of harmony and joint interest between the retail merchants and the advancement of the interests of the residents of Shiawassee county.

The two speakers pointed out the benefit to the merchants to be derived from co-operation and told in brief what the Ann Arbor Association has accomplished, not only to the merchants of that city, but its residents.

Because the speakers were compelled to leave the city early, their addresses were delivered beginning at 6:45 o'clock and before the supper was served. Forty-two merchants sat down to the palatable Dutch lunch which was served by Landlord Heyer.

Only a tailor is able to press two suits at once—his own and another's. While a Kalamazoo tailor was employed calling for and pressing the suits of a neighbor he became acquainted with the wife of his customer. When she became a widow the tailor pressed his own suit and won the lady.



Winter Goods

Now for the Winter Trade

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

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

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

BROWN & SEHLER CO.

Home of Sunbeam Goods

Grand Rapids, Michigan



Write for the Latest "Buffalo" Catalogue

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

Buffalo Trunk Mfg. Co.

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

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

THE SOLID CONSTRUCTION LINE

TOUCHED ELBOWS.

Semi-Annual Meeting of Michigan Wholesale Grocers.

The semi-annual meeting of the Michigan Wholesale Grocers' Association was held at Detroit Thursday of last week. The clan met at the Cadillac Hotel and was called to order in the forenoon by President Gregory, who delivered a short address, which was followed by the Secretary's report, the introduction of guests, the appointing of committees and the reading of papers. E. A. Dibble, of the Hillsdale Grocery Co., Hillsdale, read a paper on "Some Changes That Would Help the Jobber and Retailer." Emmet G. Beeson, of the National Grocer Co., Detroit, read a paper on "Coffee." Geo. S. Danser, of the Petoskey Grocer Co., Petoskey, read a paper on "Increasing the Gross Profits." R. J. Prendergast, of the Worden Grocer Co., Grand Rapids, read a paper on "Some Laws of Interest to the Credit Department."

At the afternoon session R. B. Lawrence, of the Lewis Manufacturing Co., Bay City, read a paper on "Advertising and Distribution." Frank C. Letts, of the National Grocer Co. and Western Grocer Co., Chicago, read a paper on "Experiences, Suggestions, Competition and Co-operation Among Wholesale Grocers." F. R. Hathaway, of the Michigan Sugar Co., Detroit, read a paper on "Observations in the Beet Fields of Germany." John J. Duane, of the Lee & Cady Co., Detroit, read a paper on "The Salesman."

The banquet, which was held at the Cadillac in the evening, was well attended by wholesale grocers, specialty men and invited guests. John W. Symons presided as toastmaster. Addresses were made by Wm. C. Leitch, President of the National Canners' Association, Columbus, Wis.; Dr. Guy L. Kiefer, President Michigan Health Officers' Association; A. M. Alexander, Vice-President of the American Specialty Manufacturers' Association, Chicago; Rev. M. S. Rice, Pastor North Woodward avenue Methodist church, Detroit.

Secretary Biggar, having resigned after a continuous service of eleven years, to engage in the manufacture of shredded wheat biscuit with Andrew Ross, at Buffalo, was presented with a gold watch as a token of the esteem in which he is held by the members of the Association. The presentation speech was made by President Gregory. The recipient was taken completely by surprise, but managed to recover himself in acknowledgment of the gift and to speak feelingly of the friendships that had been created during the long period he had been in the employ of the Association.

R. B. Lawrence, of Bay City, was the poetical genius of the occasion and presented a printed collection of jingles, which were sung by the help of a soloist and an orchestra, with the assistance—and to the great delight—of the audience:

The Grocer's Stein Song.
Give a rouse, then, all you grocers
For a pair you've loved so long.
Arthur Gregory is a star, boys,
Biggar's light is shining strong.

For there's fun always brewing,
There surely is something doing
When Biggar and Gregory
Bring us all together here.

Chorus.

There's always good measure
Of profit as well as pleasure,
When grocers are gathered
Round the table of good cheer.

Oh, we all can work a-plenty
When the strife is in the air,
We can fight like ten or twenty
When the game is clean and fair.
But it's birds of a feather
When grocers get together
With peace 'round the table
And a good song ringing clear.

So Long, Mary.

(To John W. Symons.)
Stop it, Symons, Symons just from
Saginaw.
Stop it, Symons, for we're going to pick
a flaw—
Of Star-a-Star, we had a plenty—
Let it go.
Stop it, Symons, keep it all in Saginaw.
(The next forty verses of this stanza
are all the same as above.)

Every Little Movement.

(To William Judson.)
Every wholesale grocer knows a man
who's here to-night.
Every one who's ever met him swears
that he's all right.
For Billy Judson's our hats off to you, sir,
'Cause you are such a dandy booster,
Billy, old Bill Judson, you are all, all
of our own.

Pony Boy.

Gilbert Lee! Gilbert Lee!
We are proud to see you grow;
Never stop, stay on top;
You've the goods to show.
Set the pace, win the race;
Make the rest look slow—
Hit it up! Hit it up! Hit it up! Whee!
For Gilbert Lee.

Honey Boy.

(To B. B. Cushman.)
B. B. Cushman you are fine and dandy,
That is why the National takes the candy.
Onto your job every minute of the time
Always there, rain or fair,
And if ever you should take a notion
To stop that scrap across the ocean
B. B. dear, never fear you would do it,
do it,
Do it while we're standing around.

Silver Threads Among the Gold.

(By request of Fred Fox.)
Freddy isn't growing old,
Hair of silver, not of gold.
He's a mixer night and day;
Always strong at work or play.
Competition you can see, Freddie,
Cannot stand the pace with thee.
You're too swift, you see, Freddie,
And you've made a hit with me.

In My Harem.

(Dedicated to the Bay City Contingent
—J. R. Tanner, H. N. Smart, H. J. Dally,
F. W. (Tom.) Atkins, Frank Meisel, J. C. McRae.)
In Bay City, Bay City,
There's Jim and Hoyt and Harry,
And there never was a minute
The grocers weren't in it.
Lots of pepp, and lots of ginger, lots
of go! go! go!
We put Bay City on the map and goin'
to keep it so.
In Bay City, Bay City,
There's Tom and Frank and Johnnie;
And you may bet you're life
That they're right there in the strife
For old Bay City, the Gateway City fair.

What's the Matter With Father?

(To W. C. Phipps, from the Royal South
Saginawians.)
What's the matter with Phippsy?
He's all right.
What's the matter with Phippsy?
He's all right.
Other cities may brag and blow—
He says South Saginaw isn't slow.
Oh! you Mayor Phippsy,
You're all right.

Heintz.

(To Homer Buck.)
Buck! Buck! Vots der matter mit Buck?
Buck comes wabbling down der street—
Teddy must have met defeat.
Ach! My! Bull Moosers know how he feels
They'd start another party, boys,
And now 'tis off the wheels.

It's a Long, Long Way to Tipperary.

(The Kaiser's Compliments to Matt
Hannon.)
To the wholesale grocers came an Irish
man one day
As all of them had money, sure every one
was gay,
Pitching cents will get their money, ain't
that on the square?
So Matty got excited, when they shouted
to him there:
You're a long way from Tipperary,
You're a crank on hand ball.
Matt's the wise guy at pitching pennies—
Matt's the champion of them all.

Steamboat Bill.

(Respects to Howard Musselman.)
Musselman, steaming down from Trav-
erse City,
Musselman, a mighty man is he,
Musselman, steaming down from Trav-
erse City,
Going to beat the record of the W. G.

Musselman's a big guy in Traverse City;
Musselman's got rosy cheeks, you see;
Musselman has to live in Traverse City.
Ain't that h—l and a blamed pity?

"Afraid to Come Home in the Dark."

(Dedicated to Geo. Florsdorf.)
Wifey dear, listen here, I'm afraid to
come home in the dark.
Every day the papers say—a robbery
in the park.
There was a feed, the grocers had me
tired
And we sang as we had our lunch:
"There's no oats like Quakers—"
But I couldn't get loose from the bunch."

He's a Devil.

(To Birney Bernstein.)
He's a devil, he's a devil,
He's a devil in his own home town
On the level, though a devil,
And he's always rushing round
Selling Buckeye milk
To everyone who'll try it,
And he's got another line
That he claims is right beside it—
You can guess it's that old H. O. O.
He's a devil, he's a devil,
He's a devil, in his own hom town.

I've Been Working on the Railroad.

(With words applied to Tommy J.
Marsden.)
Marsden's working for the grocers all the
live long day,
Marsden's working for the grocers just
to pass the time away.
Right there stretchin' out the glad hand,
ready night and morn.
Gosh; we do like Tommy Marsden; we'll
always blow his horn.

John Brown's Body.

(Dedicated to F. Watchful Wiley.)
Wiley looks like Wilson, and Wilson
doesn't care,
'Cause Wiley's just like Wilson—the two
are very rare
Wiley likes to run things, and Wilson
likes it, too;
So you and I can rest a while and leave
it to those two.
Wiley, Wiley puts it over!
Wiley, Wiley puts it over!
We like to see him it over—
For he does it, oh, so smooth.

Tammany.

(Dedicated to C. Z. Caverly.)
Caverly! Caverly!
He's the boy that sells Scoco,
And we're glad to see it go.
Caverly! Caverly!
You're a hustler and a bustler—
Caverly!

Dixie.

(Dedicated to Geo. Danser, and the
Southern Ladies—God Bless 'Em!)
George Danser came from the land of
Cotton—
That'll never be forgotten.
Look away! Look away! Look away!
Dixie Land.
From Dixie land whar he was born in!
Took him away on a frosty mornin'
Petoskey! Petoskey! Petoskey! from Dixie
Land.

I Love a Lassie.

(At request of the ladies and dedicated
to Guy W. Rouse.)
I love the ladies,
The bonny, bonny ladies.
Though a bachelor, you make a hit with
me.
I'd of married long ago, dears,
But I couldn't conquer my fears
That one would have been enough, you
see.

Comin' Through The Rye.

(To that braw Scot, Jas. McRae.)
If a body meets McRae,
With a load of rye.
If a body asks McRae,
That's the reason why?
Karo Syrup 'Tis, my laddie,
Sold by CORN and I;
Every man should use this 'lasses,
In the place of pie.

Kelley.

(Dedicated to Stephen Grones by the
Allies.)
Has anybody here seen Stephen?
G-R-O-N-E-S
Has anybody here seen Stephen?
Have you seen him smile?
Sure his face is red and he's feeling
blue—
For he's a German through and through.
Has anybody here seen Stephen—
Hocking for his Kaiser Bill?

Oh, You Beautiful Doll!

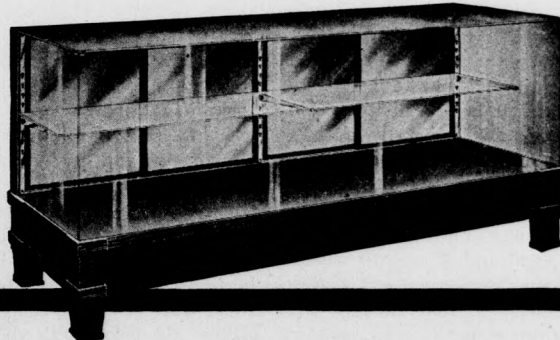
(In honor of the Sales Managers.)
Oh, this beautiful job, this great big
beautiful job,
Let me only try abuse it, that is just
the time I lose it.
Oh, this beautiful job, this great big
beautiful job,
Telling salesmen how its best for them
to work,
Jumping on them when they start to
shirk.
Oh-Oh-Oh-Oh-Oh—This beautiful job?

Alexander's Rag Time Band.

(Dedicated to W. J. Vhay.)
Come on and hear, come on and hear,
The Honorable William Vhay.
Oh, listen, too! Oh, listen, too—
You cannot run away.
He can make an argument on anything
at all
So natural that anybody'd fall;
He's just the best one in the land; Oh,
you Vhay.
And in the spring the birds do sing, and
he is selling soap,
We know that Bill, who's never still, will
have you on the rope,
And if you want a classy salesman talk
in jigtime,
Come on and see, come on and see W. J.
Vhay selling "Fish."

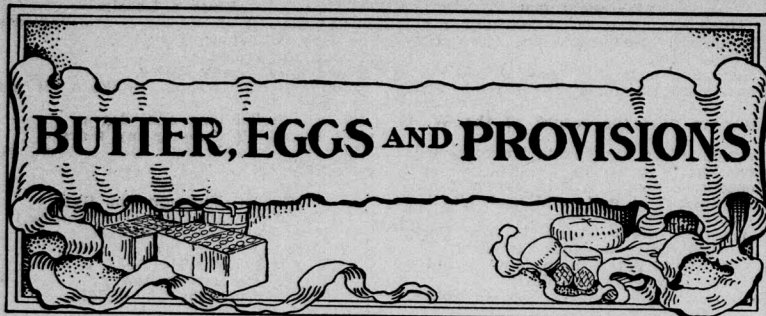
Keep Smiling.

Some German friend contributes
this to the cheer-up literature of
the day. "Schmile und the world
schmiles mit you; laugh, und the
world will roar; howl, und the world
will leaf you, undt nefer come back
any more; for all uv us couldn't peen
handsome, nor all uv us wear goot
clothes; but a schmile vas not exben-
sive, undt cofers a world of woes."



"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



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, Williamsston; C. J. Chandler, Detroit.

In Behalf of Storage Eggs.

As a matter of information to egg eaters, if that expression be proper, J. B. Mitchell, President of the Chicago Butter and Egg Board, has given out the following:

"From now until March hens will be laying less than 5 per cent. of the total number of eggs consumed in the United States. Of the eggs thus actually laid in the winter many will be eaten by the owners of the hens and their friends, and will never reach the market. The few that do will be sold at exceedingly high prices.

"Nevertheless, millions of eggs will be eaten each day this winter. How are you to get good eggs at a reasonable price? You are not only safe in eating cold storage eggs, but cold storage eggs are a superior class of eggs. The United States Government has striven for years to educate the people to an appreciation of this fact, but, unfortunately, the reports of the Federal investigators have had a limited circulation. It is an unreasoning public prejudice that has practically forced many grocers to label their highest class eggs 'fresh' and their inferior eggs 'cold storage,' although in actual fact the labels often should be reversed.

"As a matter of absolute, indisputable fact the bulk of the very finest eggs on the market in winter are the high-grade candled, selected cold-storage eggs that have been preserved for you in a scientifically refrigerated warehouse, and not stored in a farmer's barn or cellar to hold for high winter prices. It is a peculiar fiction that eggs are 'fresh' merely because they have not been taken care of in a cold storage warehouse.

"Cold storage warehouses receive their stock of eggs during the months of March, April and May, when hens are laying the best eggs and laying the most eggs. At that time of the year the temperature is cool, so the eggs keep well while being collected on the farm, at the country store, in transportation, etc. Also, they are collected more rapidly and in a more business-like manner than at any other time of the year. Therefore, they reach the warehouses quickly, in splendid condition.

"Before being put into cold storage the receipts are sorted and selected, the very small, dirty, cracked and otherwise defective eggs taken out,

and the fine, large, clean, sweet, full-bodied eggs packed in new white-wood cases in odorless fillers, and stored for future use. It costs no more to keep a good egg in cold storage than to keep a poor one. Hence money is never wasted in refrigerating any but the best eggs.

"In the cold storage warehouse the eggs are kept at the precise degree of temperature and the exact percentage of humidity necessary to preserve them in the condition that they were in when they entered. So perfect is this regulation that the temperature will not vary one-tenth of a degree in months, and the same identical temperature will prevail in every part of the room."

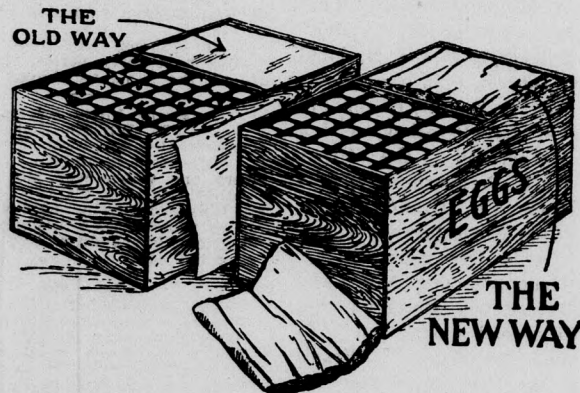
When Eggs Go Up.

Touching on the outlet for eggs which has opened in Europe and certain good-sized purchases that have been made on account of the war, a Chicago paper says: "The war is coming in a form that every one will notice because it threatens to affect eggs. Anything that touches eggs gets an immediate response from all classes of American citizens. There is no product to the fluctuations of which they are more sensitive. The man who eats in a restaurant may remain calm while the news of battle and slaughter comes day by day. He may pay no attention to the fact that wheat has gone up, or even to the possibility that the customary steak is likely to become more costly. But the minutes he sees eggs 5 cents more an order on the bill the horror of it comes home to him. He starts as though shot. He calls the waiter to make sure that this iniquity is true. He personally tells the proprietor what he thinks of a concern that seizes any opportunity to raise the price of eggs. He complains about it to his friends. He tells the harrowing tale abroad, and his indignation waxes greater with each recital. So with the householder. He goes to a grocery store. Is meat a little higher? Well, that is a little way meat has at times. Is flour so much more per barrel? Well, you can't expect it to remain at the old price with that European demand. Eggs 5 cents more a dozen? Thunder and lightning! Was there ever such an outrage? Great is the American breakfast table! And greatest of all the viands that appear thereon are eggs. Touch eggs and you touch the deepest springs of indignation. Great Britain should beware. Many Americans may find it hard to adhere to the spirit of the President's neutrality proclamation if eggs go up because of British demands."

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 Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

The Importance of Ventilation for Stored Fruit.

As fruit-raising is limited to a few regions enjoying favorable climatic conditions, the widespread consumption of this perishable product is regulated by the efficiency of transportation and storage facilities. If fruit can be put on a distant market in first-class condition, its excellence creates an enlarged demand. If it can be stored for any length of time without deterioration, the season is lengthened to just that extent. While recent progress in the art of cold storage has been the biggest factor in the up-building of large centralized fruit industries, the frequency of carloads spoiled in transportation, indicates that there is still room for improvement in our present methods of packing, loading and car refrigeration.

Recent scientific investigations on the subject emphasize more than ever the necessity of ventilation at all times for mature fruit in transportation or in storage. Carloads of peaches leaving the point of shipment in first-class condition, well packed, with individual wrappers and loaded on board with air space around each box, have been known to suffer seriously in comparatively few hours in an iced car at 45 degrees. When fruit deteriorates rapidly in refrigerator cars the damage is usually most marked in the top tiers, especially in the center of the car.

A study of the physiological changes that occur in ripe fruit will aid in realizing the importance of ventilation. All plant and animal life breathes, taking in air or oxygen and giving off carbon dioxide, an inert gas. This process of respiration is carried on by ripe and ripening fruits as well as by the leaves, with this difference, matured fruit will continue to give off carbon dioxide long after it has ceased to absorb oxygen. The practical application of this scientific truth is that in a sealed refrigerator car the fruit soon uses up the pure air and fills the enclosed space with excreted gas. In a few hours when all the oxygen in the car is used up, an unnatural physiological action called anaerobic respiration (breathing without air) begins. This results in several important tissue changes.

In any kind of breathing oxygen is required. If this is not supplied by the outside air, the fruit takes it up from its own body cells; feeding on itself, as it were. This brings about changes that result in a general breakdown in texture so that when the fruit reaches the grocery store and becomes warmed to the street temperature, a rapid softening occurs. In the case of peaches the fruit may appear first class, but it is brown in flesh underneath the normal skin, tasteless and mushy. Among dealers, fruit of this kind is said to be affected with ice scald. Cherries and bananas are also species that suffer considerably from anaerobic respiration. Some fruits like apples lose their beautiful red color and become bleached by the inert gases.

Besides the destruction of texture, anaerobic respiration frequently produces alcoholic fermentation within

the fruit. Of all the fruit experimented with, this is most noticeable in the case of cherries. When fruit is allowed to ripen in pure air any alcohol that may be formed is converted into volatile oils. These oils are the source of the distinctive flavor and the aroma associated with fruits, and are not produced when the ripening is checked by the accumulation of carbon dioxide. Hence poorly ventilated fruit may have the snappy, sharp taste of alcohol or be bitter and repugnant because of other chemical changes set up.

The scientific researches which pointed out the loss in texture, flavor and aroma of ripe fruit from anaerobic respiration also reveals the fact that green peaches under same conditions may be kept longer than in air. In all green fruit there is a stiff gummy constituent called pectose, which makes the cells turgid and the fruit hard. In the sunlight and air this is changed into thin jelly soluble in the cell sap. Green fruit does not respire readily without oxygen and hence anaerobic respiration checks all the processes of life including the transformation of pectose. When put in fresh air again respiration slowly comes back to normal and ripening takes place. If some gas may be found which will retard these life processes and still not destroy the flavor, the fruit may be picked greener, transported and then ripened.

The practical upshot of this scientific investigation is that all refrigerator cars should contain provision for allowing carbon dioxide to escape and for the admission of fresh air. Certain companies, appreciating this need of plant tissue for air, have conducted experiments with car ventilators. The results have been so satisfactory that one large company is putting on a special ventilator, which can be opened or closed as the shipper prefers, over the doors of its refrigerator cars.

The question of wrappers for fruit is worthy of an extended investigation from the standpoint of ventilation. The good points in favor of separate wrappers for peaches, apples and pears are numerous, but such wrappers only allow a very small air space around each fruit. This limited supply of oxygen is used up in a few hours and air circulation is practically impossible. Some type of perforated or porous wrappers has been suggested as a possible means of combining the desirable features of wrappers with the better ventilation of fruit.

Newfoundland's canned lobster industry has been hard hit by the European war. Germany has been the largest consumer of the product. That market being cut off, a new one must be found or the canned lobsters will be sold at a loss. In fact, they are already being sold at a loss, for a case of forty-eight tins, which brought \$24 in Newfoundland before the war, now can not be sold for more than \$8 or \$10. Perhaps the Newfoundland canning companies could start a "Buy a case of canned lobsters" movement, like the "Buy a bale of cotton" and "Buy a barrel of apples" agitation in the United States.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

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 bonbons, icings, candies, ice cream.

Order yours from

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

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.

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

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.

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



"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.
CHICAGO





The fiftieth anniversary of the First National Bank of Three Rivers, was recently celebrated by the officers of the institution, in the same building in which the Bank was started during the year 1864. The National Bank building is the oldest structure on the main street of Three Rivers and is also considered one of the best buildings in the city. Although rather old-fashioned, the Bank building is a good looking structure and the officers of the institution hope that it will last another fifty years. There has never been any repairing or remodeling of the outside of the building since it was erected, although the inside has been redecorated on several occasions.

The Dowagiac Light & Power Co. appeared before the state commission Dec. 4 and asked permission to issue \$75,000 capital stock. The application was taken under advisement after an open hearing.

The State Bank of Ewen, capitalized at \$20,000, has been authorized to do business by the State Banking Department. The Department has also set approval on the application of the Berrien County Bank of Benton Harbor. The latter has a capital stock of \$50,000 and a surplus of \$50,000.

Wyman L. Paxson has been elected Cashier of the Commercial National Bank of Saginaw to succeed the late Asa W. Field. Mr. Paxson had served as Assistant Cashier under Mr. Field for the past six years. His choice as the successor of Mr. Field was the logical one. For thirty-five and a half years Mr. Paxson has not been out of a job for a single day. For more than thirty-one years he has served one or another of Saginaw's prominent banking houses. He was born in Erie county, New York, in 1861. His father's family came to Saginaw, Nov. 5, 1878. For a little less than six years he devoted himself principally to completing his common school education in the Saginaw public schools. In March, 1879, he left the high school on the Friday night that closed the winter term and the next day he went to work in the shoe store of Slawson Brothers. The same spring his father moved on to a farm near the city and for nearly four years he did a man's work on the farm. February 9, 1883, he entered the employ of the Citizen's National Bank as messenger. The late Daniel Hardin was President of the Citizen's National Bank and D. W. Briggs was Cashier. Few men took a keener interest in their employes

than Mr. Hardin. He appreciated the possibilities of young Paxson, and when the Citizen's National Bank wound up its affairs June 1, 1888, Mr. Paxson was book-keeper. The Bank of Saginaw succeeded the Citizen's National Bank June 2. Mr. Paxson continued as book-keeper. In July the late Mr. Hardin, who was the chief promoter of the Commercial National, suggested the capabilities of Mr. Paxson to M. D. Robinson, who became the Cashier of the Commercial National Bank, when it was organized. Mr. Paxson entered the employ of the Commercial National Bank on August 24. The Bank opened its doors for business on August 27. For the first few months the entire work of the Bank was done by Mr. Robinson and Mr. Paxson. When Mr. Robinson retired in 1908, Mr. Paxson was teller and was appointed Assistant Cashier under Mr. Field.

Having taken its bearings anew, in the light of recent developments in general trade, money-market conditions, and course of investment prices, and after allowing for probable influence of the new banking system on business and financial affairs, Michigan has begun to plan for an upgrade movement in the coming twelve months. It is true, every one recognizes that many points upon which the future hinges are obscure, and will have to be cleared up before predictions can be made with accuracy or confidence. Nevertheless, in place of the hesitancy which, a month ago, marked every step of a banker or business man, there are now in evidence some confident preparations for better times.

This altered attitude is indicated by the action of many industrial corporations in declaring regular dividends, prompted by the belief that they will be able in 1915 to make up for this year's shortage in earnings. Such anticipation, and the disposition to push forward new plans, are predicted upon known and tangible requirements of the country, and on belief that an adequate supply of capital is likely to be provided, for the needs of trade, through the aid of the new Federal Reserve banks. It is, of course, acknowledged that the scope of betterment, as well as its permanency, will rest to no small extent upon happenings in the European war zone; but very much of the influences in that direction are believed to have been "discounted" already.

For the better feeling which exists

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

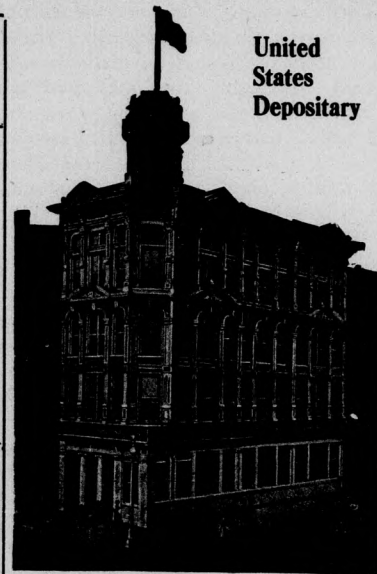
United
States
Depositary

Commercial
Deposits

3 1/2

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 employees of high standing in the community and is itself financially strong and responsible. These facts make it the very best agency or instrument to administer a trust no matter for what reason or purpose the trust is created.

123 Ottawa Avenue, N. W.

Both Phones 4391

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3 1/2 % if left a year.

in general trade, the sentimental effect of the operation of the Federal Reserve banks has been an undoubted factor. It is quite true that opportunities offered for rediscounting have not been liberally employed, but for that there are two main causes. First is the slackness of the open market for commercial paper, showing that no pressure exists from mercantile borrowers. Secondly, banks requiring outside aid have been borrowing through old channels. Those institutions which took out emergency currency are in fact paying the notes off through liquidation of loans. Resort to rediscounting through the new banking system will be a matter of gradual growth; thus far, even the country banks have been slow to avail themselves of the innovation, and are only feeling their way. Perhaps reluctance to have the term "rediscounts" appear in their statements still lingers with them.

Stockholders of the Standard Accident Insurance Co., of Detroit, share in a stock dividend of 100 per cent. amounting to \$500,000, as the result of action taken at a special meeting of the stockholders held last week. At this meeting approval was given the plan to increase the capital stock of the company from \$500,000 to \$1,000,000 by transferring \$500,000 from the company's surplus and issuing the new shares to the stockholders in the form of a stock dividend. "It has been felt that the stockholders having received less than the average interest rate on their investment during thirty years the company has been in business, that this was the proper time to give them the benefit of the thirty years' accumulations," says an officer of the company. The Standard Accident Insurance Co. was incorporated in 1884 and began business on August 1 that year. At the expiration of thirty years of prosperous business it was reincorporated in May this year, in perpetuity, as provided for by the laws of Michigan. The present stock dividend is the second 100 per cent. distribution the company has made among its stockholders, the other stock dividend amounting to \$250,000 having been paid them in 1906, when the company's capital stock was increased from \$250,000 to \$500,000. Substantial cash dividends also have been paid the stockholders on the \$500,000 of capital stock, such payments ranging from 6.5 per cent. in the earlier years to 14 per cent. in 1911. The company established a large branch office in Chicago a few weeks ago, where it is understood the greater part of its underwriting hereafter will be done.

That the American public is not wholly indifferent to coin designs was shown by its characteristic comment on the buffalo five-cent piece—that the "E pluribus unum" could now be translated, "The only one left." But how genuine is the feeling for the artistic value of coins? This is a question which the American Numismatic Society proposes to test. In

1905 it secured action which gave us the Saint Gaudens double-eagle and eagle and the Bela L. Pratt half-eagle and quarter-eagle. Its dealing with our more democratic coins will be a fairer sounding of public opinion. Is it true that the figure of Liberty on our silver coins is "a mere caricature," "an insult both to the Goddess of Liberty and to the beauty of American womanhood?" Is it true that "the nondescript effigy called an eagle can not compare with the glorious eagles on the magnificent coins of France, Germany, Russia, and Austria?" Many artists will doubtless agree; but will a population whose hands have been subdued to this money since 1892? Washington is said to be congratulating itself on the new designs for paper currency, but that is a different case; the pictures of symbolical figures, of the pioneers, of Indian-fighting, of early locomotives were out of date, and will be fitly replaced by those of the ocean liner, the battleship, the factory, and the New York sky-line. The pertinency of the Numismatic Society's movement lies in the fact that in 1917 it will again be legal to change the designs without special act of Congress. If it can suggest better types, and quell the suspicion that a numismatist has professional reasons for wishing frequent coinage changes, it will deserve to succeed.—N. Y. Evening Post.

Tangible Signs of the Moment.

Chicago, Dec. 15—A "prosperity talk" is going the rounds in nearly all parts of the West, and Chicago thinks there is a great deal in it, and plenty of room for further enlargement. The main basis for it is improvement in business sentiment, but there is also fair increase in the buying. High prices for grains have placed producers in better shape for buying supplies, and although their purchases have not yet increased to any great extent over those of a year ago, they are much better than a few months ago. The greatest increase is in supplying war equipment to the warring nations in Europe. These industries are rushed with orders, and are working more hands. But, after all, there is still a vast idle army throughout the country, who are after work and unable yet to find it. These will have to be provided for in some way this winter, before there can be real prosperity for all.

Steel mills are running at greater capacity than a few months ago, but are not operating over 60 per cent. Car factories are for the most part idle, and some shut down entirely, as they are receiving no orders for new cars, or for repairing old.

Perhaps the most tangible basis for cheerfulness is the fact that conditions in the money market are now once more virtually normal. Surplus reserves released by the opening of the Federal Reserve banks have been utilized in taking up the \$25,000,000 Aldrich-Vreeland currency issued here and it is said that not over 25 per cent. of the total is now outstanding, and that is being cut down almost daily.

Wanted a "Mean Letter."

Chicago, Dec. 15—Collections with some mercantile houses are slow, although a fair improvement is reported from a few sections of late, they are especially slow in the Southwest. Ingenious methods are devised to induce debtors to pay up by having pressure put on from all directions. One man recently wrote a large house

here, asking that the meanest letter the collection department was capable of writing be sent him. He wanted to be informed that he must pay up, as his account was long overdue, and his credit impaired. Money must be paid by the first of the year.

"I can take care of the money due you," he said, "and will pay it at maturity; but I want the mean letter to show to my customers telling them that you are after me. It may induce them to loosen up and pay their debts."

Holland's Dinner to the Birds.

In no country of the world is there a more beautiful Christmas custom than that of Holland, where every year a great "Dinner to the Birds" is given. On Christmas morning every barn door, gate, gable or gateway is decorated with a sheaf of grain. The very poorest have a bunch of grain for the birds. On barndoor are bowls of porridge for poor robin to comfort him because he has no soul. The caroling of the birds about the poles is a joy throughout the whole season. Presents are offered not from a Christmas tree but from a truss of hay, the cradle of our Lord.

The present is hidden in the hay and the whole package unceremoniously thrown into a pushed-open door and the hunting for the present, which is wrapped in many papers, is a great delight. Even the lover sends his gift in this way, the gold incense of myrrh of devotion in a truss of hay.

A Weighty Reason.

The old gentleman's wife was getting into a carriage, and he neglected to assist her.

"You are not so gallant, John, as when you were a boy," she exclaimed, in gentle rebuke.

"No," was his ready response, "and you are not so buoyant as when you were a gal!"

United Light & Railways Company

Portland, Maine

Grand Rapids Chicago
Preferred Stock Dividend No. 17

The Board of Directors have declared the usual dividend of 14% on the First Preferred Stock and 3% of 1% on the Second Preferred Stock, payable January 1st, 1915, to Stockholders of record at the close of business, 3 p. m. December 15th, 1914.

Benjamin C. Robinson, Secretary

December 15, 1914.

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Make Out Your Bills

THE EASIEST WAY

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

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.



Customer's Time Offsets Time of Salesperson.

Written for the Tradesman.

There has been far too much said among merchants and salespeople about the shopping lady who asks to have goods gotten out for her to examine, who takes up the time and taxes the patients of the salesperson, and then fails to make a purchase. Her kind—and many are classed with her kind who do not properly belong there—are held to be the bugaboos of a store, and many a whispered condolence meeting behind a counter, and many a half-tittering, half-complaining little conference has the shopper who does not buy with the desired readiness as its subject.

How would it do to cut all this out in your store? That is, cut it out as far as you, the manager or proprietor are yourself concerned, and so far as by precept and example you can restrain and limit, if not entirely do away with it, among your helpers.

That kind of comment, even when indulged in more in a spirit of fun than as an airing of serious grievances, never stays entirely inside the store. The families, friends and boon companions of the employee's get accounts—too often exaggerated in the telling—of how such or such a girl took out goods a straight half hour for that Mrs. So-and-so who is so reluctant and slow about coming to a decision, and so unreasonably fastidious; and how after all this work and trouble, Mrs. So-and-so decided she would better "look a little farther."

The inconsiderate ways of this sort of shopper have been held up to reproach in magazines and newspapers, of course with the very commendable intention of lightening the labors of overworked shop girls and saving them needless bother and annoyance.

Doubtless all this has had the effect of making people in general more thoughtful of the people behind the counters and so has been beneficent, although it is doubtful whether it has been the slightest restraint to the single shopper of the type alluded to. On the general principle that things often go a little further than is intended or expected, these strictures regarding pseudo-shopping have resulted in making women who really want to buy, hesitate about asking to see goods unless they are quite positive they will be able to find just what they want at a price they can afford to pay.

In your store, let the atmosphere

be such that those who honor your place of business with their presence will soon be relieved of this feeling of timidity and reluctance, for it is bad for your business when they have it.

Consider the pseudo-shopper a negligible quantity. There really are very few of her. Nineteen out of twenty who ask to see goods have an idea of buying, usually in the near future if not just at the time.

Try to look at matters from the customer's point of view. Now she feels apologetic if she takes the time of a salesperson and it does not result in a purchase. Why should she feel apologetic? And what ground does the clerk or manager have for feeling sore or for saying sarcastic things after she is gone? The salesperson has put in his or her time with no immediate result. But has not the customer put in hers? And would it be any more unreasonable for her to act grouchy because her effort has gone for naught, than it is for you to manifest displeasure because a sale has not been made?

Shopping—real shopping of course, we are no longer speaking of pseudo-shopping—is hard work, serious business. Watch the sober, strained, anxious faces of the throngs of women surging through large stores, and see whether they look as if they were on pleasure bent. The woman who feels the full responsibility of making a small or moderate-sized income supply as well as possible the multitudinous wants of her family, has no light and easy task. A well-selected, well-bought article, one good of its kind and well suited to its purpose, is worth more than the money it costs. It is worth the purchase price plus the time and effort it has taken to find that particular item. The woman who is a conscientious manager of her family finances often is compelled to go to different stores and make comparisons of kinds and prices, in order to find what is adapted to her requirements for the money she can afford to pay. And this when as a matter of personal preference she would far rather take the first thing offered and go no further trouble.

So if she, the hard-working customer, can take it sweetly, and, as she often does, express regret at not finding just what she is looking for and thank the salesperson for showing the goods, then the store as represented by the salesperson ought to meet her half way and make her feel that her presence and her consideration of their goods is appreciated, even if the sale does not always result.

Not infrequently there will be a good

come-back from a careful and courteous showing of the stock. When this happy ending is improbable, there has still been an opportunity that well improved, is excellent advertising. If you have right goods at right prices, even if you are not able to supply just what one customer wants, she will tell other women who are likely to come and buy perhaps the very items that she did not deem it wise to take herself. Deferential treatment is of itself a most potent advertiser. It makes every customer want to return as occasion offers, and it causes her to tell all her friends how well she likes your store.

Fabrix.

How to Display Toys in the Window.

Merchandise.

About \$20 worth of the better grade of toys and dolls.

Fixtures.

5 rolls of red and white crepe paper

7 wooden boxes.

6 boards or glass shelves, 4 laths.

A quantity of tinsel.

4 Christmas bells.

Plenty of price tickets.

In preparing for this trim cover the background with some light colored denim and divide it into panels by using narrow pieces of molding.

Around the top paint in red some suitable stencil effect. If you want to take the time you can use some kalsomine and paint over the entire background. For example, you can paint the panels in white with red squares in the center of each. There is considerable economy and effectiveness in using this kind of a background. Kalsomine is inexpensive. So with a paint brush you can have a brand new background every time you put up a trim. You can keep this up almost indefinitely, merely changing the colors on the same background each time.

Or if you don't care to use the denim and the stencil your old tried and true friend crepe paper will not fail you. There are a number of ways in which this can be utilized to make a window trim look well.

After you have completed the background put up the four little pieces of lumber that you see illustrated at the top of the drawing. Fasten these with wire or string. To each pin a large Christmas bell and over this whole drape tinsel in three strands of festoons, three each. Then under the bells on the background itself drape some darker color tinsel.

The next step is to arrange the fixtures for the merchandise. These you will see indicated in the drawing. If



Photograph of Window.

New Price on Calicoes

Best Quality, Best Brands, All Colors

4½ Cents

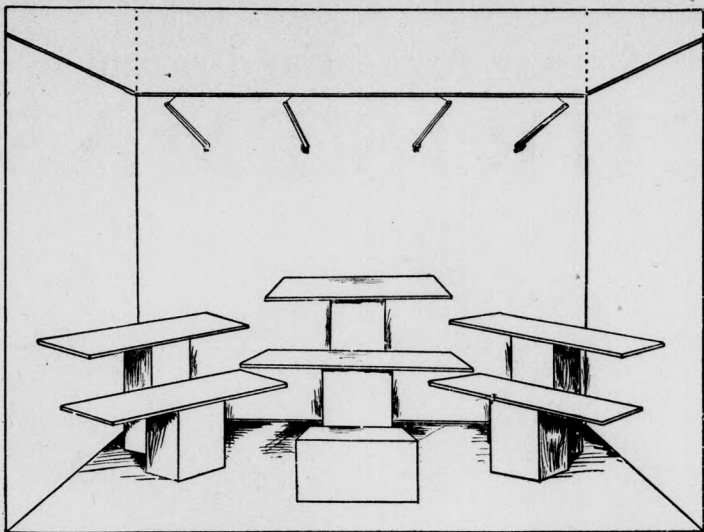
Cheaper grades at 4 and 4¼

Mail us your orders at once

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan



Drawing of Fixtures.

your background is white, cover these with red. If the background is red, make the fixture white.

There are so few items of merchandise in this trim that it is hardly necessary to enumerate them here. A study of the photograph will be sufficient. A picture is always better than words, anyway. The little comic figures you see on top of the center unit are actors from a humpty dumpty circus.

Fill in the window with merchandise such as we have used or similar merchandise and you will have a very pleasing effect. Use your larger and better toys. Or if you use smaller ones use a greater number. Don't try to crowd this window. If you study it carefully you will see its strongest point is the small amount of merchandise used. Many a Christmas window looks more like a storeroom. The trimmer starts out with the best intentions. His heart is in the right place. He even may have a good idea. Then he spoils the whole thing by using too much stuff.

In all your Christmas trims—including this one, of course—remember if a thing cannot be seen in the window it has no business there.

Never put an article behind another in a way that will obscure the view. If you do you are turning your window into a storeroom rather than into a place of display. Some doubtless will agree with us in these observations, but will at the same time utter a word of caution to the effect that the window trim should not be skimpy—that there is danger of not using enough merchandise.

From our observation of windows and window trimmers in most parts of the country we can truthfully say that the average window is more likely to be overcrowded than skimpy. Anyway, a skimpy window looks better than the other kind.

In this particular trim don't be afraid to use plenty of tinsel, as this gives a filled out effect and adds greatly to the Christmas atmosphere.

Don't forget the price tickets. People who are impressed by merchandise well displayed naturally want to know what it costs.—Butler Way.

Where He Was Welcome.

Picking himself up after a rapid flight down the stairs, the young man broke forth:

"Of course, it is your privilege to throw me out of the house, Mr. Roughman," he said, "but there is no need of adding insult to injury by having me land on a mat which has the word 'Welcome' woven in it."

"There is nothing wrong in that," remarked the cause of his sudden descent, "you are welcome—"

"But you threw me out!"

"— on the outside of the house, where the mat lies, sir," concluded the man of the house, closing the window.

Why He Broke His Engagement.

He had been telling of his engagement to a belle of the town, but no one took his announcement seriously. One day he gave out that he had broken his engagement.

"So you really broke the engagement, Henry?" he was asked.

"That's what I did," he boasted.

"Dear me, tell us why you were so cruel," one of his hearers begged.

"Well, it's like this," explained Henry: "Hattie told me she wouldn't marry me, and I ain't goin' to be engaged to any girl what won't marry me!"

Very Useful.

"But what is so peculiarly remarkable about this patent paste? It looks to me just like ordinary paste, only dirty."

The enthusiastic salesman moved a little closer.

"Don't you see," said he, in a hoarse whisper, "It is black and practically of the same consistency as ink?"

"Well?" enquired the possible purchaser.

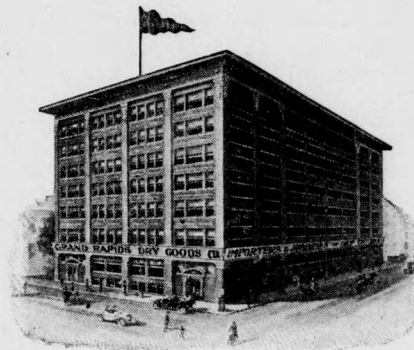
"Well, when you dip your pen in it by mistake, it writes just as well."

Whereupon the unconvinced but experienced man behind the desk ordered a half-dozen bottles.

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.

Parcel Post will get the Package there on time



We still have a good variety of Fancy Combs, Hair Pins, Jewelry, Beads, Holiday Papeterie, Harmonicas, Pocket Knives, Mesh and Leather Hand Bags, Vanity Purses, Leather Books and Purses, Auto Scarfs and Veils, Mufflers, Garters and Arm Bands in Holiday Boxes, Embroidered Velvet and Lawn Collars, Etc.

MAIL ORDERS RECEIVE IMMEDIATE ATTENTION

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

Ha-Ka-Rac

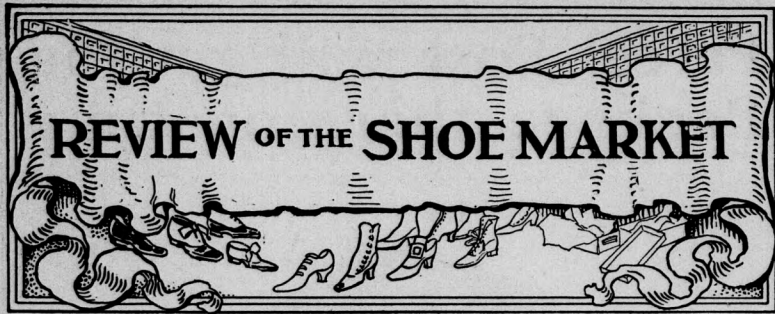


No. 1710

WOMEN demanding the very best in style, fit and service will find these features perfectly developed in Ha-Ka-Rac Knit Coats. They are profitable to handle because they satisfy the trade. Note the prices and descriptions below:

No. 1710...\$27
Maroon, Navy, Oxford,
Brown and White
No. 1709...\$22.50
Cardinal, Oxford and
White
No. 1702...\$36
Oxford, Navy, Maroon
and White

THE PERRY GLOVE & MITTEN CO.
PERRY, MICH.



Increasing Use of Leather Substitutes in Shoes.

Written for the Tradesman.

No; this isn't another pessimistic outcry against the "adulteration" of American-made shoes. Fortunately that paroxysm of pseudo-altruism has spent itself; its colorful words of un-wisdom, for the most part, have trailed off into silence. And the paragraphers who were throwing picturesque fits over the alleged depravity and obliquity of shoe manufacturers and shoe dealers, have now turned their attention to the European wars.

In the meantime American shoe manufactures are using more and more leather substitutes in the production of shoes.

And they are not doing this primarily because of any theories they may have in the matter; they are confronted by a condition. The truth is there isn't enough leather to go around. They must either use fabrics for shoe tops and quarters, or make a drastic cut in their total annual output of shoes, thus bringing about a very material advance in the retail price of all kinds of footwear. For the same reason rubber, combination felt-and-rubber, and other reliable substitutes must be used for outsoles and heels, in order to relieve the pressure on sole leather. If something like this isn't done, the time may come when the price of a pair of full-leather-soled shoes will be practically prohibitive.

Conserving the Leather Supply.

The shoe and leather industries are confronted with an anomalous condition: namely, increasing leather demands with a corresponding decrease in leather supplies.

By far the greater part of our total annual imports of calf and kip skins comes from European countries now plunged in war. Over 50 per cent. of our calfskins imported, come from Germany and Russia. Practically all importation of leather from European countries stopped instantly at the outbreak of the war now on. And we can't hope for a resumption of such imports until the war is over and the shattered nations of Europe shall have recouped somewhat. When will this be? No authority on earth can say.

This was bad enough assuredly. And now, by way of topping out the difficulties and embarrassing the situation still more, we read daily of the ravages of the hoof and mouth disease. At the present writing more than a dozen states are affected and under quarantine regulations. Hundreds and thousands of heads of cattle are being killed and buried in deep trenches to prevent further spread of the disease. This means not only a

temporary shortage of meat and skins, but, as most animals affected by the disease are brood animals, it means fewer calves in this country next spring; consequently less veal and fewer calfskins.

Many authorities in the shoe and leather world have foreseen a time when the supply of leather must be altogether insufficient for manufacturing purposes; but in this country that time has been hastened by leaps and bounds through a most unfortunate combination of circumstances.

And it has hit the shoe business hard.

And the time has surely come when everybody in the business should speak a good word for all legitimate substitutes for leather; for it is only by the proper use of leather substitutes that the diminishing supply of leather can be conserved.

Rubber Soles and Fabric Topping.

As intimated above, the substitution of materials other than leather in the production of shoes is not confined to shoe uppers. Many shoes are now being made with rubber outsoles and heels. And the time has surely arrived for pushing rubber-soled shoes.

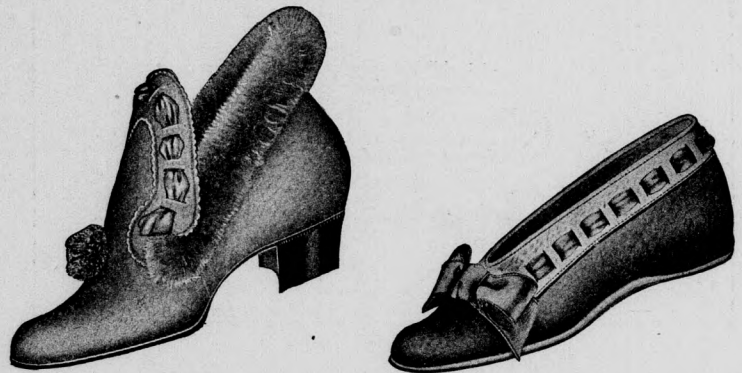
Rubber heels have been nationally advertised. They have splendid talking points. Many people are tremendously enthusiastic about them. If you succeed in overcoming a customer's prejudice against rubber heels, and get him to actually try them out on a pair of shoes, the chances are that he will tell you a few days later that he wouldn't be without them for anything.

Likewise rubber soles win adherents. They too have their talking points. And one of the best talking points for rubber is that it is strong on wearing qualities—if it is the right sort of rubber. A good rubber sole will wear as long as a leather sole. For wet weather wear it offers certain advantages not possessed by the average leather sole: it keeps the feet drier.

Felt and other trade marked substitutes are being used by shoe manufacturers; and the producers of such substitutes are constantly experimenting and improving their products; so that nobody can authoritatively say just what achievements may be forthcoming along this line. Certainly felts



Six 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

A Fall and Winter Shoe of Quality The Bertsch Waterproof



Chrome Tanned
Chocolate Color

In Stock for at Once
Shipments

Orders Solicited

Samples on Request

- No. 971—Men's Bertsch, six inch, brown waterproof, two full soles, eleven iron outsole, viscolized, Goodyear welt, last 29, small black hooks and eyes, tip Blucher, D & E. \$3.25
No. 972—Men's Bertsch, same only twelve inch, large nickel hooks and eyes. 4.25
No. 970—Men's Bertsch, same only sixteen inch, large nickel hooks and eyes. 5.00

This is no ordinary so-called "Waterproof" Shoe. It is made from the very best of stock both upper and sole. It has already attained great favor among railroad men, teamsters and all other outdoor men.

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

and fabrics in box toes and insoles will be used. As the visible supply of sole leather decreases and the price goes higher, substitutes will be used—and these substitutes will be perfectly legitimate and satisfactory to the consumers of shoes, just because they'll come up to expectations and meet wear-requirements.

As to fabrics for shoe tops and quarters—well, they have already arrived.

The showing of new designs in upper patterns in women's lines—new and attractive creations in which cloth is cunningly combined with leather, in the production of shoes of individuality and charm—is entirely too encyclopedic for treatment here. It would take a veritable style book of many pages, sumptuously illustrated and printed in de luxe form, to tell the story of to-day and to-morrow's styles in women's footwear lines.

But take this tip from me: Fabrics is the big new note in all this vast footwear symphony.

Cloth toppings have come to stay. Fabrics for shoe uppers—especially in women's shoes—are deservedly popular for two reasons: first, because of the ample variety of color combinations—a thing not possible where leather alone is used; second, reliability, bona fide wearing qualities—due to the excellence of the materials used.

Cid McKay.

Christmas Cards.

Seventy years ago there were no Christmas cards. At the close of 1844 one lonely greeting was intrusted to the postoffice, and from that one have sprung all the various and beautiful specimens that form such an important feature, both socially and commercially, of this season of the year.

This one Christmas-card is believed to have been sent by an English artist. He had a friend from whom he had received many kindnesses and attentions during the past year of which he wished to show his appreciation in some way.

After some thought he painted a small picture, symbolizing the spirit of Christmas, and sent it by post to his friend. It was a sketch of a family gathering drinking a toast to "Absent Friends," and surrounded by all the comforts and luxuries of Christmas time.

This sketch was about twice the size of the post-card of to-day, and was painted on a piece of Bristol board.

Christmas In Norway.

Norway begins Christmas eve celebration at 7 o'clock by ringing the chimes in the cathedrals of all the large cities and by playing three Christmas hymns from the church towers, with all the town for an appreciative audience. Christmas morning, while it is yet dark, through the deep snow the people go to worship, carrying torches, which they stick in the snow around the church. A week is given to good cheer. At Christmas all true Norsemen are as sure to eat rice pudding as true Britains are to eat plum pudding. Every house has its Christmas tree with its candles, cakes, baskets, and simple, home-made gifts.

Christmas in Cuba.

Cuba has the evergreen cactus, which is used there, as well as in the Philippines, for decorations. Fountains are playing in the patois; tropical foliage, brilliant flowers, latticed windows, white iron balconies, vines, soft fragrant breezes make Christmas celebrations in the open air a hitherto unknown Christmas to the traveler from Northern countries. The morning is spent in church and the afternoon at baseball games and in the evening are brilliant fire-works.

Christmas in Russia.

In Russia the day is usually observed with much pomp and ceremony in the churches.

The celebration begins early in the afternoon with the Kolenda, singing of carols, and a masquerade in which the peasants dress to represent animals in memory of Christ's being born in a stable. The supper is served on tables strewn with straw and the Christmas tree, laden with gifts, is lighted.

Sure Thing.

A Kansas man wrote to his newspaper and asked: "What's the matter with my hens? Every morning when I go to feed them, I find some of them have keeled over to rise no more."

To which the editor replied: "They are dead."

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

The fellow who has to get out early and stay out these frosty days *knows* the value of

HOOD'S TUFF SOO'S IN LEATHER TOP COMBINATIONS

The tough *HORSE BUTTS* that we use for Tops makes "assurance doubly sure."



IN STOCK ALL THE TIME
In Single Cartons

Men's 7½-inch.....	\$2.00
Men's 10-inch.....	2.30
Men's 12-inch.....	2.45
Men's 16-inch.....	2.90
Men's 18-inch.....	3.00
Boys' 7½-inch.....	1.65

We save you—

On the Quality
On the Price
On the Discount

5% For Prompt Payment

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Practical Xmas Gifts



Are the ones mostly appreciated after the holiday spirit has passed. Every person will appreciate nice **SHOES** or **SLIPPERS**, made up especially for the Holiday Trade.

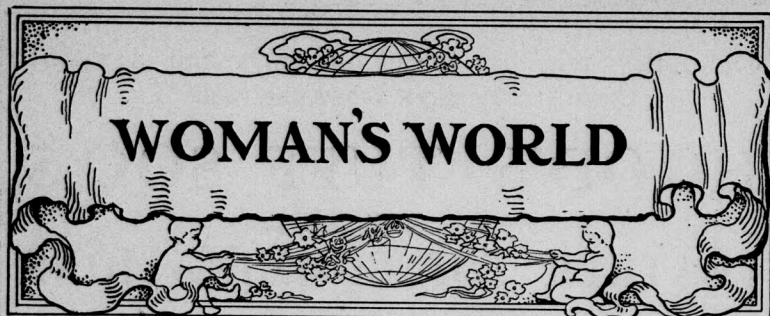
We have a complete and pretty stock of these goods and it will pay you to investigate it.

Get the Popular Idea!
Advertise It.
Practical Xmas

Rindge, Kalmbach, Logie Company

Michigan Shoe Manufacturers

Grand Rapids, Mich.



The Problem of Caring for the Aged. Written for the Tradesman.

Like every other problem that is dignified by the name "problem," this has two sides.

There is the side of the old folks, often pitiful in the extreme. They have spent their lives, their time, their strength, their youth and middle age, often their money or accumulated property as well, on their children. The utmost they were able to bestow has gone in a tremendous freewill offering to their loved ones. Not always wisely but always unselfishly, for parental love is the most entirely disinterested human affection that we know. It is glad to give bountifully and would be equally happy to require nothing in return.

But when the once strong hands are palsied, and the once keen and capable brains are slow and numb, and the all too generous hearts are compelled to take instead of give, then to feel themselves a burden, unwelcome guests under a roof that, if not alien can hardly be called friendly, to be lonely because one's own are not companionable, to be slighted, to be snubbed—all this sums up into one of the greatest tragedies—it deserves even this fateful name—one of the greatest tragedies of life. Happily it does not take its extreme form in every instance where there is some degree of discomfort and discontent. Unhappily it does take its extreme form in more cases than those of us who are stanch defenders of the civilization and humanity of the present day care to admit.

That sad poem of Will Carleton's, "Over the Hill to the Poorhouse," has a basis of fact, whether or not it is a narration of actual circumstances. "So they have shirked and slighted me, an' shifted me about—

So they have well-nigh soured me, an' wore my old heart out;

But still I've borne up pretty well, an' wasn't much put down,

Till Charley went to the poor-master, an' put me on the town.

Over the hill to the poorhouse—my child'n dear, good-bye!

Many a night I've watched you when only God was nigh;

And God'll judge between us, but I will al'ays pray

That you shall never suffer the half I do to-day."

This is all true to life—even to the tenderly loving wish of the heart-broken mother at the close. So much for the old folks' side of the question.

There is another side, a vastly different one—the side of youth and middle age.

Here is a happy and harmonious household, a father and mother with two or three cute little tots, or with boys and girls in their early teens, or young people nearly or quite grown. There is abundant merriment and the life lived is of the present time—up to the minute you may say—teeming with present-day follies and present-day virtues. From a sense of duty and because there seems nothing else to do, there is taken in an aged father or mother, a person of very worthy character and of unblemished past life, but grown perverse, exacting, officious, meddlesome, garrulous of tongue, careless in dress and appearance, possibly untidy in personal habits, or uncouth and positively repulsive in speech and manner; worst of all, a person wholly out of touch and sympathy with youth and the ways of the present time. Not every old person is such by any means, but with many, alas! the picture is not in the least overdrawn.

The advent of Grandpa or Grandma may put the whole family life awry. If there are little children, the doting and wholly injudicious grandparental fondness—a fondness that is manifested to the little folks alone and does not embrace other members of the family—is apt to be destructive of all proper training and discipline. If any one attempts to make Johnny mind then "Gran'dad" or "Gran'ma" sets up in the little rebel's behalf, and legitimate government is subverted. If there are young people, any indulgent fondness for them is apt to be noticeably lacking. Instead there is likely to be a critical, carping, fault-finding attitude towards the customs, dress and amusements of the rising generation, a continual comparison between "when we were young" and this degenerate nowadays. Of course the young people chafe under this and their parents are placed in the very difficult position of having to stand between age and youth, defending each to the other. In most cases these middle-aged fathers and mothers in the full stress and struggle of life, bearing all the great responsibility of educating their sons and daughters and placing them in business and society, feel that their burden is heavy enough without having to cater to the foolish whims of an aged parent, to whom they would be only too glad to give a pleasant home and every comfort if only their kindness would be graciously received and Grandpa or Grandma were willing to make some adaptation to the ways of the household.

The aged person, when he or she

is unreasonable or has a tantrum as we say, cannot be settled as can an insubordinate child. Such a process would be most unseemly. Old age must have its dignity and be accorded the honor that is due to years. And so a slight difference of opinion, a few words between the old parent and the son or daughter or the son-in-law or daughter-in-law, is apt to result in permanent hard feeling. Another thing that tends to strained relations is that it is so difficult for people in the prime of life to realize that the aged one is not wholly responsible. It seems that Father or Mother might be so different if only they chose. Instinctively we make allowances for youth in all its stages from babyhood up. It does not come easy and natural to make equal allowances for age.

When we come to analyze the situation it is like this: The care which we all need when we become old is something for which Nature, given as she is to anticipating most of our wants, has by some strange oversight failed to provide. The most delicate, puny, sickly, troublesome baby that ever is laid in its mother's arms brings with it a welcome and evokes a wealth of maternal affection sufficient for all its many needs. Unfortunately the man or woman drifting into dotage is not equipped with the baby's talisman. Nature has her face always set forward. She gives her care to those who will be coming on the stage, not to the superannuated who must be retired. She will likely see to it that the troublesome baby, grown to maturity, squares its account with life—most often by sacrifices for his own childum—seldom by anything like an adequate return to his mother for her devotion.

So the problem of caring for the old parent looms large and portentous in many households. Some very matter-of-fact and sensible people declare that when age overtakes them they will go to the old people's home and not be a thorn in the flesh of their own kin. Still, few who have children would care to take this Spartan course when the test came, and certainly it would be a humiliation for any right-minded son or daughter to have a worthy parent cared for in an institution.

Common sense and experience teach that it is the wisest for old people to keep their own roof-tree as long as it is practicable and to maintain their financial independence to the end; better, instead of lapsing too easily into decrepitude, to retain some interests and activities even after it requires a little effort to do so; that it is necessary for all in advancing years to endeavor to be sweet and reasonable, not presuming too much on the tolerance of filial devotion.

On the other side, middle age and youth must be very patient and forbearing, keeping in mind past well-doing rather than present infirmities, and striving in every way to make these last years bright and happy.

Quillo.



AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**

**Makes Best Bread
and Pastry**

DEFENDING The American Home

Every American grocer, who believes in protecting the American home from danger and making it a safer place to live in, should forthwith quit selling ordinary and inferior matches and hereafter push the BEST. There never was a match as good as the



THE WORLD'S BEST MATCH

Made in America

By Americans

For Americans

Non-poisonous, No afterglow, Inspected and labeled by The Underwriters' Laboratories, Inc.

Made only by

**The Diamond Match
Company**

**THEY ARE GOOD
OLD STAND-BYS**

**Baker's Cocoa
and Chocolate**



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

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

Candy, Toys and Dolls Window Trim.

To build this Christmas window of dolls, toys and candy you will need the following:

Merchandise.

Half dozen drums.
Two dozen dolls of various fashions
Four automobiles.
One large train of cars.
A few miscellaneous toys.
About \$2 worth of candy.

Fixtures.

Five rolls of red crepe paper.
Eight boxes of the relative size shown in the drawing.
Two 6 inch boards, 30 inches long.
One dozen pie plates.
Ten glass vases.
A box of Japanese holly.
Paper of pins.
A few nails.
Plenty of price tickets.

In building this window the first thing is to cover the background and floor neatly with red crepe paper. Be very careful to lay special emphasis

on the word "neatly." Let all the rough places be smoothed out and the paper pinned securely in place.

Then arrange some Japanese holly festooning along the background after the fashion we have shown in the photograph.

The big center unit is made up of four boxes, two small boards, all covered with red crepe paper. Note the way the two boards are nailed to the top box. Arrange your boxes and boards as shown in the drawing and then put on them the merchandise as shown in the photograph.

This is very plainly indicated, being two drums, two automobiles and two dolls on the top shelf and under these a Santa Claus mask and a large doll. Two automobiles on either side of the large doll will complete the unit.

Then hang from the top of the background three airships.

The left unit is made of two boxes, a board, nine pie plates and six vases. The arrangement of the merchandise is very evident and need not be enlarged upon here.

We have suggested here a very effective means of displaying candy and yet one that removes the possibility of much damage.

Fill a pie plate full of candy, put a vase in the center and then another pie plate and vase on top of that one also filled with candy. The plan is very plainly shown in the photograph and can easily be reproduced.

The unit on the right is made of practically the same merchandise and exactly the same fixtures.

The floor plan consists of three of the candy units made of the pie plates and vases, two boxes of candy and a pile of small candy boxes, a train and such miscellaneous toys as you may have room for.

This is one of the most effective window trims and yet it is the easiest to make in the whole lot.

You can change this around a little in order to give it the appearance of a new trim and in this way you may be able to keep it in about two weeks.

It is well to use the same candy for your various window trims as far as possible. Candy is such a staple article and can stand so much strong advertising that it would pay you to keep a stock of it for your window trims alone.

This will spare you the necessity of breaking into your fresh stock. Any way you can fix it, displaying candy in a window is not the best thing in the world for it.—Butler Way.

A man may lead a double life, but that doesn't entitle him to a double funeral.

Boomlets From Bay City.

Bay City, Dec. 14—Two companies will enlarge their plants. The Zagelmeyer Cast Stone Black Machinery Co. and the Bay City Cast Stone Block Co. have purchased an entire block of land on South Henry street for the purpose of erecting two buildings to be used for the manufacture of their products, for which the demand is increasing rapidly.

A large portion of the business section of Owendale was destroyed by fire last Thursday morning. Ed. Kuhn's furniture store, Charles Lee's general store, Walter Arnold's plumbing shop, J. E. James' meat market and Weinberg & Co.'s general store were the principal business places wiped out. It is also reported that three persons were burned to death.

Eight coal mines are being operated in territory adjacent to Bay City. These mines employ a large number of miners, 1,000 of whom reside in our city and go to the mines every morning on special trains provided by railways having terminals here. These trains return to the city about 5 p. m.

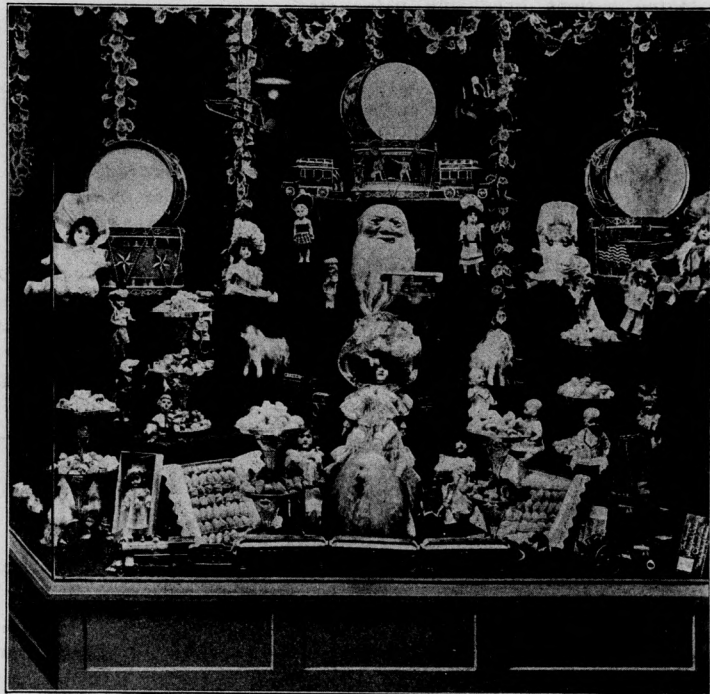
The Railway Commissioner reports that the officers of the Detroit & Mackinac Railway have recalled the order canceling two trains between Alpena and Cheboygan. The Railway Committee of the Michigan U. C. T., acting upon information furnished by the committee of our local Council, was instrumental in securing this concession from the Detroit & Mackinac Pub. Com.

Tender Heart.

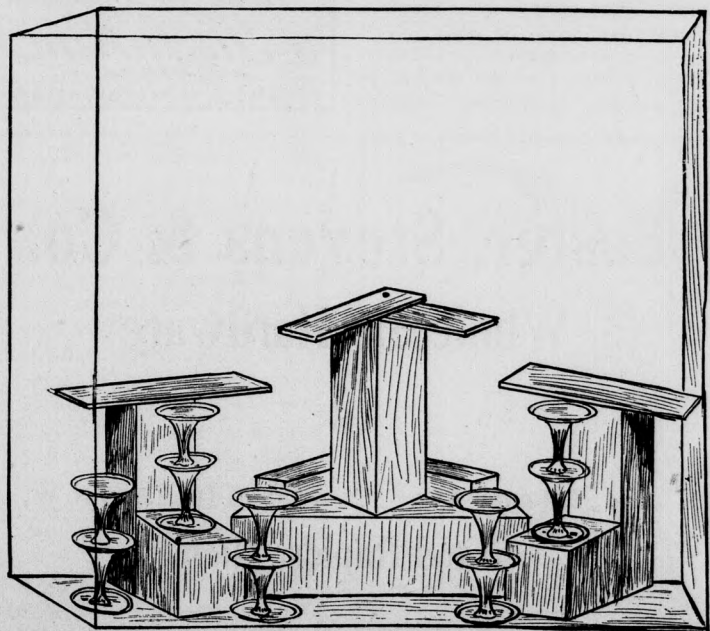
"He is the most tender hearted man I ever saw."

"Kind to animals?"

"I should say so. Why, when he found that the family cat insisted on sleeping in the coal-bin, he immediately ordered a ton of soft coal."



Photograph of Window.



Drawing of Fixtures.

Have You Bought
Your Supply
of

LOWNEY'S

CHOCOLATES

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

Do not neglect your Christmas trade

The Holidays are almost here

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

Be prepared for the big demand

Beautiful and expensive window displays for the asking
Write us

Fred D. Vos

Headquarters

Otto A. Ohland

for

**"New" and "Used" but Up-to-date
Store Fixtures and Furniture**

If you contemplate making any changes after inventory it will pay you to investigate the bargains we are offering now and shipments to be made when required.

Grand Rapids Merchandise & Fixture Co.

803-805 Monroe Ave.

We will take your old fixtures in exchange

Grand Rapids, Michigan



Michigan Retail Hardware Association.
President—C. E. Dickinson, St. Joseph.
Vice-President—Frank Strong, Battle Creek.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Advantage of Friendly Attitude Toward Competition.

Written for the Tradesman.

The holiday spirit for which even the closest-fisted and hardest-hearted humans find room at Christmas time, ought, in the hardware dealer's case, to fill him with a kindlier feeling toward his competitors, which is a characteristic of modern merchandising. The day has gone by when the merchant desirous of building a business for himself strove to build up his own trade by knocking his rivals. The most progressive and successful merchants realize that although rivals in a strict business sense, retail merchants have host of interests in common; and that the retailer who adopts a friendly attitude toward his fellow merchants not merely helps them but likewise helps himself.

A successful hardware dealer told me a little story once to illustrate how the friendly attitude helps the man who adopts it.

"A chap came into my store one day and wanted to buy some shells. He was after a special kind, and I had them—at 65 cents a box. He shook his head:

"No, sir," he said. "I won't pay no such price. Why, I can get them over to Simson's," naming a merchant in a neighboring small town, "for 50 cents."

"Very well," said, "I'd advise you to get them at Simson's. In fact, if he's selling this particular kind of shell at 50 cents a box, I'll just take a run over and buy up his entire stock, for it's a better margin than I can make on them right now."

"I never saw a fellow so taken aback. Of course, he expected me to jump at his bait and cut my price to 60 cents, anyway. He gurgled in his throat a bit, and I thought I'd let him down easy.

"I fancy the shells you saw at Simson's at 50 cents were a different make. He sells this kind at 65 cents—just the identical price." And the fellow examined one of the shells, and looked carefully at the box, top, bottom and sizes. "By jove!" he exclaimed, "you're right. They aren't the same. I'll take these." And he took them.

"And why was I able to call his bluff? Simply because, whenever I'm in Simson's town, I gossip around with Simson and Sparks and the other hardwaremen, and tell my experience and get theirs. It helps us both. We've stopped a lot of costly cutting,

for one thing. Just as in the case I told of, fellows will come in and tell how much cheaper they can get a stove or a saw or a box of shells at some other store. The hardware dealer who doesn't know what his competitor is doing will, like as not, fall for their bluff; down comes the price; and next thing there's a price war, and mutual distrust. I've decided that it's a sight better to take the other hardware man into my confidence and get on a friendly footing."

Price cutting is an undoubted evil in the hardware trade. In many cases it is the result of just such "bluffing" by penurious customers, who want something for a little less than it is worth. The most effective remedy is a mutually friendly attitude between local merchants in the same line of trade.

Merchants can be helpful, also, in protecting one another from dead-beats. While every merchant sympathizes with the unfortunate and a good many of them extend long credits as a result of that very sympathy, no merchant likes to be victimized by the fellow whose only misfortune is a dishonest kink in his make-up. The fellow who makes a systematic practice of running up bills and then leaving them unpaid deserves no sympathy whatever. Yet, because merchants are jealous of one another, the dead beat is left to ply his trade unchecked.

"A family who had been trading with me," says one merchant, "took offence because I tried to collect the \$25 they owed. They went to another merchant. Just as it happened, he was a chap who had been friendly with me, and he knew they had dealt here so, as a precaution, he telephoned. I told him they had owed me for six or seven months and quit dealing when I asked for the money. We investigated further, and found they had bills at the grocer's, the druggist's, and the dry goods stores—and the other chap shut down on them right away and insisted on cash. That suggested the scheme of pooling credit information for our town; and we merchants after that made a practice of getting together now and then, or calling on one another and swapping information. I've saved hundreds of dollars through turning down what would otherwise have been bad accounts."

Competition is an excellent thing, in its way; but there is no reason why the hardware dealer should refuse to associate with his fellow dealers in the same line when in a great many ways they can be mutually helpful.

It is easy to say, "The other fellows

won't do anything." In a town where merchants for years have refused to recognize one another, naturally, it is a difficult matter to break the ice. And some individual has to make the first move.

In one small city a new comer started the ball rolling. Now, the new merchant isn't as a rule welcome to min who have had the field all to themselves. Nevertheless, this man was game. He called on his competitors, introduced himself, shook hands, and chatted over local conditions. A few reciprocated; others were cold and distant; one man showed the newcomer the door. Nevertheless, the new merchant persevered. When he urged early closing in the hardware trade all his competitors save one signed up. That recalcitrant held out for a month or more. Then, when he found that his competitors were going ahead with the innovation, regardless, he surrendered. The next step was the formation of a hardware association for that particular town, with a view to co-operation along various lines, and particularly in the matter of credits.

Yet if the newcomer hadn't had the courage to break the ice, the hardware trade in that particular town would have been as mutually hostile to-day as they were five or ten years ago.

One man, resolute to be friendly, can make a lot of difference in a community. There is no use waiting for the entire trade to spontaneously bring into existence an era of good feeling. Some one individual must lead the way—must be the leaven, which, according to Scripture, leaveneth the whole lump.

William Edward Park.

Squelched.

A pompous manufacturer of machinery was showing a stranger over his factory.

"Fine piece of work, isn't it?" he said, when they were looking at a very ingenious machine.

"Yes," said the visitor, "but you cannot hold a candle to the goods we are turning out."

"Indeed!" said the chagrined manufacturer. "And what is your line?"

"Gunpowder," was the reply.

Necessity knows no law, and it is usually too poor to interest a lawyer.

Seconds the Motion Regarding Hardware Slogans.

Paw Paw, Dec. 15—I have just finished reading the article on Hardware Slogans in the issue of the Tradesman of Dec. 9 and want to tell you about our slogan. It is Talk to Waters and we have been using it here for six or seven years with fine success. It certainly has made a hit. We use it in nearly all our local advertisements, use it on weatherproof fence signs, as Talk to Waters for auto tires, etc. We use it on all our stationery. Exclusive permission has been granted to use it on our local sprinkling wagon. We have the slogan set in the cement sidewalk in front of the store in red letters. Nearly fifty canvas wagon covers in our section have the same copy painted in large letters on either side.

Imagine twenty-five or thirty loads of grapes lined up at a string of cars nearly everyone carrying our slogan in letters six inches high. It certainly makes a good advertising stunt to the stranger just happening in town. It is a very handy phrase to use in any style of advertising work.

We had your company make for us a cut during the present year of a man at a desk phone phoning. We use this in advertisements now and then as a party Talking to Waters for—etc.

A little sound thinking will enable most any hardware man to originate some suitable slogan and the advertising results can be made to produce excellent results if pushed intelligently.

H. C. Waters.

Proved.

A man had just picked up a half dollar when he was tapped on the shoulder by a shabby looking individual, who laid claim to the money.

"How are you going to prove it belongs to you?" the finder asked.

"Why, colonel," replied the tramp, "you can see for yourself, I've got a hole in me pocket."

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.

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

THE MEAT MARKET

Instructions Concerning Meat Inspection.

The following instructions concerning meat inspection have been issued by the Federal Bureau of Animal Industry.

All processes in customary use for cooking meats and products which contain no muscle tissue of pork are approved.

Pending investigation of various heating processes to determine the heat and time necessary to ensure the proper cooking of meat and products containing the muscle tissue of pork, the processes in customary use for cooking such meat and products are approved, provided the temperature of the surrounding medium is maintained at not less than 140 degrees F. for a length of time clearly sufficient when considered in relation to the size of the pieces of meat or product and the temperature of the medium, to raise the temperature in all portions of the meat or product to at least 137 degrees F. Processes of heating meat or products containing the muscle tissue of pork in which the temperature of the surrounding medium is maintained at 140 degrees F. or more but which from the evidence at hand appear to inspectors in charge possibly insufficient to raise the temperature in all portions of the meat or product to at least 137 degrees F., may be accepted as approved cooking processes, pending investigation, provided the establishment supplies the inspector in charge with a record of test in duplicate showing that the temperature at the center of meats and products subjected to such processes reaches at least 137 degrees F. One copy of the record will be forwarded by the inspector in charge to the Washington office.

Pork products which are subjected to approved cooking processes in official establishments shall not be considered to be of a kind prepared customarily to be eaten without cooking, and the pork used therein is not required to be refrigerated for the purpose of destroying live trichinae.

Processes in which heat is applied during brief periods for its superficial effects, such as the dipping of products in hot pickling solutions or water to destroy mold, short smoking processes, or processes in which the temperature of the surrounding medium is maintained at less than 140 degrees F., are not regarded as cooking processes and are not acceptable as substitutes for the refrigeration of the pork used in products of kinds prepared customarily to be eaten without cooking.

Pork which has been refrigerated at

a temperature not higher than 12 degrees F. for not less than twenty days, and also meats "passed for sterilization," may be transferred to another official establishment at the same or a different official station in closed sealed containers, such as boxes, tierces, barrels and kegs which contain no other meat or product, as well as in sealed cars and wagons.

When transfer is made in boxes, each container shall be corded and sealed with Brooks metal numbered seals. The cord used for this purpose shall be of good quality, furnished and applied by the establishment. In applying the cord to box containers it shall be so adjusted that it cannot be removed or the box opened in any part for substitution of the contents without severing the cord, and the seals shall be affixed and pressed by a bureau employe, who will see that the sealing is secure. A supply of unpainted Brooks seals and presses for this purpose will be furnished by the bureau on requisition.

When transfer is made in tierces, barrels or kegs each container shall be sealed as follows: Sealing wax of good quality furnished by the establishment shall be melted and run into the spaces where the heads of both ends of the package enter the staves so that the wax will attach to both the heads and the staves in an area of at least an inch in diameter. The wax shall be thus applied by the establishment. After the wax has sufficiently cooled, a bureau employe shall impress it with a No. 3 bureau brass brand held perpendicular to the head of the package and close to the staves so that the inspection legend and establishment number will be plainly legible. It is desired to give this method of sealing a thorough trial. It appears that two seals of this character properly placed at opposite

points each head of the barrel or similar package will be sufficient. The bureau would be pleased to have reports and suggestions from inspectors if they find that this method of sealing is insecure.

All packages containing these classes of meats should be appropriately labeled or stenciled "Pork product, 12 degrees, twenty days' refrigeration," or "Passed for sterilization," as the case may be, in order to assist the inspector at destination in identifying the product and determining the purpose for which it is intended. The shipments, receipts, and handling of these classes of products in such packages should be closely supervised, and should be duly recorded and reported as provided for such products transferred in cars and wagons in order that there may be no error in the disposal of the products.

Lithuanian Sausage.

Take 25 pounds of pork, two parts lean, one part fat, which has been salted for a few days with one pound of salt and a little cane sugar. Grate down finely three sticks of garlic, salt this, stir in with it a quart of water; then add the meat which has first been chipped in the size of hazel nuts. Now add one and one-half ounces of pepper, one-half ounce nutmeg. Mix well and put in narrow pig skins very full. The skins should be two feet six inches long. Tie and double the sausage and hang on a smoking stick to dry for a day. Smoke at a temperature of 135 degrees F. and let hang until thoroughly cooked in the inside merely from the hot smoking. If one should prefer to boil this sausage, then give only a light smoke until the sausage is a yellowish red color, and boil directly after smoking for twenty-five minutes. Garlic is not necessarily an ingredient of this sausage.

He Knew Not Mercy.

A fish peddler was shipping his slow but patient horse in a residential street the other day, and crying his wares at intervals:

"Fresh mackerel! Fresh mackerel!"

A woman, seeing his acts of cruelty, put her head out of the window, and called to him:

"Have you no mercy?"

"No, mum," he replied; "nathin' but mackerel."

Not on \$3 Per.

A red-headed boy applied for a job in a butcher shop.

"What can you do?" the boss asked him.

"Anything," he replied. "How much will you give me?"

"Three dollars a week, starting right now. What can you do to make yourself useful?"

"Most anything."

"Well, be specific. Can you dress a chicken?"

"Not on three dollars a week," said the boy.

It is said that in the stock yards every bit of the pig is utilized but the squeal, and some inventive genius may devise a way to use that. In fruit canning establishments in California the hundreds of peach seeds piled up are to be utilized in a commercial way. The seeds are to be cracked by machinery and the meats used in the manufacture of prussic acid and other products, while the shells will be sold as fuel. In that way there will be no waste, which is beating the pig by so much.

Many a man who tried to get rich quick yesterday is hunting for a job to-day.

General Stock For Sale

I have for sale the general store of John Redder, located at Olive Center, ten miles straight north from Holland. It is a splendid location for a general store and has always made good money, but the proprietor, Mr. Redder, is sick and has been in a sanitarium for some time. I am ready to sell the business and rent the store, which is a fine two-story new frame building, or will sell the store, stock and all, either for cash or part cash and part time.

GEO. E. KOLLEN, Trustee,
Holland, Mich.

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

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



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

**THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES**

GENERAL SALES OFFICE
326 W. MADISON ST. CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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.

The All-Head and No-Soul Salesman.

The riches of salesmanship depend as much upon what we sow as what we save.

The All-head man is like a sponge, absorbing everything and giving out nothing. There is neither much of sentiment nor of sympathy in his mental make-up.

We hear it said that the actions of one man proceed from his head, and those of another from his heart. This difference is usually pointed out by the man who prides himself on being "heady." It is well to be "heady," as the term goes, but there is such a thing as being too heady.

A salesman is too "heady" when he measures the value of every sale by mere head-work, and does not allow anything for the natural influence of the soul qualities; when he does not take into consideration the greater results which might have been attained through combining brain stuff with soul stuff.

On the other hand, a salesman is ruled too much by his heart when he disregards his head and either ignorantly or carelessly acts contrary to what sound experience has proven to be true.

Give heed to this, then: Use your head to make your plans and carry them out, but don't neglect the promptings of your heart, just because you meet with a few men who have more heart than common sense. Soul qualities, those which spring from the heart, give life to your plans and action. I have known some very brainy men who were wretched salesmen simply because they had neglected to develop soul qualities in gathering their mental equipment together. But you could not get them to see it.

The hardest kind of man to reach

is the All-head man. "Stuff and nonsense," says he, when you talk about the soul playing any part in salesmanship. He waves you off with, "That will do for women and children, but don't talk it to me."

Strangely enough, failure is never humble.

That's because some one else is always to blame. We ourselves make our successes; the other fellow makes our failures. Failure, therefore, always hinks itself deserving of the success which it has not achieved.

The science of salesmanship involves the exercise of the positive qualities of the body, mind, and soul. The last is perhaps one of the most important factors in successful salesmanship. Practical psychology as a mighty motive power in business-getting is receiving marked attention on the part of intelligent commercial men everywhere. If traveling salesmen as a class were to set about the development of the powers and functions of the soul, such as faith, brotherly kindness, and reverence, and apply these in a practical way to the daily routine of their business life, the results of their work would be much enhanced.

On a certain occasion the sales manager of a large house called one of his salesmen to his office and said to him: "Mr. C—, you have represented us for two years in one of the best states in the Union. The results of your work have not been what we might expect. It is not our purpose to discourage you, but you have been two years planting seed down there—now for the harvest. We shall expect you to show largely increased sales during the next year."

"Now, let us examine the situation. You have an excellent territory, backed up by the strongest house in the world in our line; you have a personal asset in the way of general appearance that many men would give thousands to possess—a fine physique, a pleasing countenance, and a good knowledge of the business. But you lack one thing."

"What is that?" asked the now thoroughly abashed but interested listener.

"Soul power, my boy. That's it. You remind me of a fine piece of sculpture I once saw in Rome. It was a statue of Moses by Michelangelo. The work was so lifelike and so perfect in every detail that the great artist was overcome, and in his excitement struck it a severe blow on the knee, as if to awaken it to life, and commanded, 'Speak, I'oses!'"

"Your work lacks life—life of a nature born of real interest in your customers. You must cultivate the

qualities that will enable you to get close to people, permitting you to play upon the very harp-chorde of the hearts of those with whom you come in contact. Learn to draw the sympathies of your trade to you, or you will never make your mark in salesmanship.

"Now it is an actual fact that men generally act more on feeling than judgment. If you make your customers feel like buying, they are pretty sure to buy, but if they do not feel it they won't buy it, even if they know they ought to. Your failure results from the fact that if there is no desire there is no possibility of doing business.

"Go out now and see if you cannot make your real power lie in your ability to awaken interest and create desire.

"Do not insist upon keeping yourself before your customer; bear in mind that he is not interested in you or your proposition. To make him care, begin as soon as possible by talking about his situation, never mentioning yourself. In short, show your customers that you are deeply interested in them."

Mr. C— thanked his manager, and, departing, promised to act upon his advice.

The very first day of the following week recorded an order from him for five hundred dollars that he secured from an old "blue line" merchant on a line of goods that he had always bought in another market. He increased his sales that year 27 per cent., and all other departments of his work showed a decided improvement. He continued right on the next year to grow in usefulness to himself and his house, in a way that he had not dreamed of.

The power to sway people is not altogether a gift, by any means. It can be cultivated. In most cases it merely requires an awakening of the soul faculties, as in the career of Mr. C—.

The great majority of salesmen have neglected this side of their education, either from ignorance of its tremendous power as a commercial and selling asset, or because they regarded it from an erroneous standpoint, believing it should be regarded as mere sentimentalism.

The work of the salesman differs little in character from that of the lawyer, the preacher, the actor, or the statesman. In each of these professions success depends on the power to draw and persuade people.

From a business standpoint, the most important self-knowledge is the discernment of one's powers and the possibilities of their development. One of the greatest of these is the power of attraction. Many a great statesman has attained political favors of the highest nature by his wonderful psychological powers.

Some men have the faculty of easily winning consent from the majority of their acquaintances; at least, to almost anything they propose. The essence of this quality is not in their logic—in the arguments and reasons with which they are equipped—but in arousing an impulse in the listener

to agree to the proposition that has been advanced, before hearing all the evidence, which he would usually require before making up his mind.

Some years ago a remarkable demonstration along this line occurred in the city of Chicago, when from some previously unheard of Western town there came William Jennings Bryan, an unknown Congressman, as a delegate to a National political convention. In him this power had reached a wonderful degree of development. It had an irresistible effect on most of the people who heard him. He did not have to force the acceptance of his views on the convention—the convention's acceptance was a matter of course so soon as he claimed its attention. The man from the West sprang into leadership by acclamation; he received the unanimous nomination for the Presidency of the United States, putting all other candidates entirely out of the race.

Psychology forms the very basis of dramatic art. It is that power developed to a marked degree in a minister of the Gospel that causes him to move and sway a great concourse of people, drawing them to himself as one man. Salesmen who have developed this quality, in relating experiences of certain transactions, often speak of having felt a peculiar power of persuasion that could not possibly result in anything but success. Let the salesman once taste it, and a peculiar longing to meet people and sell goods will fasten itself upon him, impelling him, like Alexander, to look for new worlds to conquer. He will then have come into full realization of what it means to exert the power of his soul functions to the fullest degree, and his success will be an assured fact.

Merchants will buy a bill from the purely "head" man now and then because he is surrounded with an atmosphere of seemingly superiority, but they do not bestow on him large and continued favors. Somehow or other their sympathies are inclined toward the genial fellow who employs genuine whole-heartedness with his headiness.

One of the "headiest" salesmen in our establishment gloried in the boast of a twenty years' experience on the road. He was a past master at analyzing a proposition; a regular "stand patter" on system. He constantly held up his sleeve a dozen theories for the successful management of every branch of the business, from the shipping department to the office of the president.

He kept a watchful eye on every one about the place. For any one to

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

make a mistake was with him an unpardonable sin. If an error occurred in any department, he went railing and fuming about, unmindful of the fact that his business was that of selling goods; forgetting in his uncharitableness, or rather, perhaps, never having known that the man who never made a mistake never made a success of business.

There was a certain geniality of facial expression about this mathematically correct stickler for precise business methods, but there was no sunshine in his soul. He never spoke a kind, helpful word to any one or about any one. He had no sympathy in common with his fellowmen, not the faintest conception of the life-giving precepts founded on the brotherhood of man.

While still a young man, in place of crowning each successive year with increasing sales, he became soured and embittered, on finding his annual sales falling off and his salary cut down. This same man might have been a power in his profession, had he but known and applied the A B C of practical psychology in the daily routine of his work.

The brand of salesmanship that pays is the sort that plants the seed of the brotherhood of man in the soul, cheeriness and gentleness in the voice and manner, charity toward others in the thoughts, and a sympathetic, whole-souled genuineness in the handshake. There is no better selling-asset on earth.

The All-head and No-soul Salesman must learn to mix soul stuff with his "gray matter," if he ever expects to achieve lasting results.

W. D. Moody.

Copyrighted, 1907.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 15—The next U. C. T. dancing party will be held at Herald hall Saturday night, Dec. 19. The U. C. T.'s are invited to attend and to bring their friends. Don't forget the date—next Saturday night!

Last Saturday was the first annual round up of Absal Guild, the Shrine of the United Commercial Travelers. The Mighty King Zoroaster held court and eight new Princes of the Realm were permitted to don the fez. While the weather outside was extremely cold, the trip made by the pilgrims across the burning sands to the city of Mazda was plenty warm. The names of the new noble Princes translated into English are as follows:

Carleton W. Bosworth, Reed City, proprietor of Reed City Hotel, member of Grand Rapids Council, No. 131.
Elbert H. Snow, Grand Rapids Council 131.

Augustus W. Stevenson, Muskegon Council 404.

C. A. Simonds, Grand Rapids Council 131.

Walter E. Lypps, Grand Rapids Council 131.

Ernest Stott, Grand Rapids Council 131.

O. E. Jenne, Grand Rapids Council 131.

Milton Steindler, Muskegon Council 404.

After a preliminary session, which began at 2 p. m. and lasted until 5 p. m., the members of the Guild and the candidates marched in a body to the Crathmore Hotel, where a beautiful 6 o'clock dinner was served. Great Ruler Walter S. Lawton acted as toastmaster and such Noble Princes as Alvah H. Brown, Wilbur S. Burns and "Governor" Walter Mel-

linger responded to the demands made upon their store of eloquence and wit. After partaking of the meal, which was more deserving of the term banquet than dinner, the guests called for the genial proprietor of the Crathmore, Louis H. Mehrtens, and upon his appearance expressed their appreciation by tendering him a rising vote of thanks. Walter Mellinger produced a couple of boxes of a choice variety of the official weed of the order and asked his loyal lunchmen to fumigate. At 7 o'clock the ceremonial session started in Herald hall and lasted until 10 p. m., when the Guild sang its closing ode entitled, "Will spearmint hold its flavor on the bed post over night?" All songs were led by H. W. Harwood, chairman of the U. C. T. music committee.

At the request of the store management, Walter N. Burgess gave a talk to the employees of the Young & Chaffee Furniture Co. on crockery salesmanship one day last week.

Chas. Hipp, of Kalamazoo, one of the best known traveling men in Southern Michigan, died last Thursday in Charlotte. Mr. Hipp left home Monday apparently in good health. He was taken sick Monday noon at Nashville and when he reached Charlotte later in the day was suffering a great deal. A physician's examination revealed the fact that his ailment was acute appendicitis. He rallied a little under the doctor's treatment, but was taken worse Thursday, when an operation was performed in an effort to save his life. Mr. Hipp was a representative of Morley Bros., Saginaw, and was very popular with his trade. His death is a great shock to his many friends. Mr. Hipp was a member of Kalamazoo Council, U. C. T. He is survived by his widow.

When it comes to pulling off the conquering hero stuff, very few have anything on John Burke, the hustling clothing man of Delton. A short time ago Bert Pennock, who conducts a grocery store across the street, discovered a genuine copperhead coiled around the stem of a bunch of bananas. Knowing John to be pretty clever with the spear, he was summoned to the assistance of the frightened clerks. With that steady nerve which has never failed to land the biggest fish in Crooked Lake, John speared the copperhead directly between the eyes and for some days had it hung out in front of the store where it attracted considerable attention.

The Ladies Four Leaf Clover Club met at the home of Mrs. Herbert Benjamin, 124 National avenue, Thursday afternoon, Dec. 10. Prizes were awarded as follows: First, Mrs. Wood; second, Mrs. Anderson; consolation, Mrs. Burr. The club will meet Jan. 6 at the home of Mrs. Wood, on Franklin street.

Mesdames W. S. Lawton, H. W. Harwood, R. M. Richards, J. H. Mann, Wm. Francke, J. D. Martin, William E. Sawyer, William D. Bosman, H. D. Hydorn, A. E. Johnson, F. T. Croninger, C. A. Young, J. J. Dooley are Absal Guild ladies who composed a little theater party at the Columbia last Saturday night.

H. P. Winchester, who sustained serious injuries when his automobile collided with a street car a week ago Thursday, is rapidly recovering at Butterworth hospital, and his many friends will be glad to know that he expects to be able to go home this week.

The town of Fountain is long on sentiment. One blacksmith shop there is called Valley Forge, while another one bears the sign of The Village Blacksmith.

The township boards of Allendale and Polkton, in Ottawa county, are getting together in an effort to get a bridge across Grand River at some point near Eastmanville or Lamont.

At present there is no bridge across the Grand River between Grand Rapids and Grand Haven, and this section is very much in need of one. It is to be hoped the voters of Ottawa county will join in assisting these townships in securing this much needed improvement.

The Twentieth Century Tailoring Co. has sold a half interest in its business to Frank Davenport, of Milwaukee. The new firm is located in the Empress theater building and will be known as the Struensee & Davenport Tailoring Co.

B. J. Brogger has bought the cigar stand of J. F. Morrison, in the Houseman building. Mr. Morrison will continue to run his stand in the Klingman building.

The W. B. Jarvis Co. has decided to close out its wholesale house at Detroit and devote its attention from Grand Rapids headquarters to its "Ty Cobb" line of sporting goods, which has grown to such proportions as to be a large line of itself.

At an election held at Allegan last week the city voted to bond itself for \$20,000 to secure the Blood Bros. Co.'s plant, of Kalamazoo. The company will manufacture the Cornelian car and expects to move to Allegan soon and locate in a factory building which is to be vacated.

The Cable Piano Co. will move soon to the Livingston Hotel building, where it is fitting up a large store on the ground floor at the south end of the hotel.

John Fortuin has started a bakery at 406 West Leonard street, having bought out Dirk Alkema. Mr. Fortuin was formerly a baker in A. J. Plumb's store on Fulton street.

An agreement has been made between the Pere Marquette Railroad Co. and the Michigan & Chicago Railroad Co. whereby the latter will use the P. M. tracks from the city limits to Allegan into the business district, both roads using the same depot. The Michigan & Chicago was formerly a steam road running from Battle Creek and its present depot is nearly two miles from the city. The road has been electrified and a trolley will be run to the downtown district.

William E. Sawyer.

Sparks From the Electric City.

Muskegon, Dec. 15—It seems good to see E. P. Monroe in print. We must excuse his quotations, as he is still under the doctor's care.

On account of being so close to the holidays and some of our boys being afraid of getting their feet burned on the hot sands, only two, A. W. Stevenson and ye scribe, showed up to be initiated in the Bagmen of Bagdad. The members assembled at the U. C. T. hall and with the candidates well guarded, marched to the Crathmore Hotel, where a bountiful feast awaited us. This feast was of such excellent quality that a rising vote of thanks was given to Landlord L. Mehrtens. Mr. Mehrtens responded with his celebrated bow. We, the candidates, were again coralled and marched back for slaughter. The initiation was grand and the writer asks all U. C. T. boys of 404 to take advantage of the \$5 rate and be initiated with the January class. January is the last month one can join for this amount.

Guy Pfander boosts and raves about Grand Rapids. E. P. Monroe said he was dreaming. Would not Pfander's remarks seem funnier under Jim's signature?

Will Sawyer, we saw you taking notes at the Bagmen meeting, so we are going to let you report.

A word to the wise is sufficient: We have heard that after John Hasper had taken one of our members to Fremont in his white ambulance, he somehow forgot our worthy brother and left Fremont without him. Now this brother was not without friends. Geo. Saussman, William Senf and A. Van Sickle acted as committee

to see he enjoyed himself. We, however, advise our friend Hasper when he takes a man to Fremont and promises to take him back to see that he gets him or our brother may look for another bus driver.

The writer called to pay his respects to Mrs. and Editor Stowe. Both were caught with a two mile smile and appeared very happy. It is too bad that Mr. Stowe can not get married every day, for we do enjoy his wedding cigars.

When will the sands of the deserts grow cold or when will Jim Goldstein stop sobbing because Tradesman readers can not stand the trash which Jim insists is poetry?

Milton Steindler.

Died in the Harness.

Isaac Grombacher, covering this territory nearly thirty years, died at the Holland Hotel, Holland, Monday, December 14 at 6:30 a. m. at the age of 63. "Ike," as he was known and beloved by his friends and customers (the latter can be readily called his friends) was a firm believer in the old saying, "Laugh and the world laughs with you."

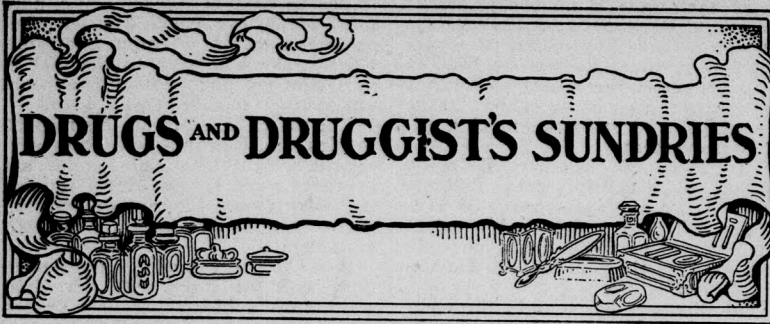
Mr. Grombacher was born in Ober-Gimpfern, Baden, Germany, and came to this country at the early age of 14 years. After going through many hardships in New York he managed to save a little money and returned to Germany, where he ventured with a partner in starting a knitting mill, but being too much of an American he could not get used to the German ways and again returned to this country and located in Chicago, where he was subsequently married.

About thirty years ago he started to travel for the Wallace & Sloat Shoe Co. until the house dissolved. He then made connection with the Smith-Wallace Shoe Co., of Chicago, which house he was with at the time of his death after twenty-five years of service. That the Smith-Wallace Shoe Co. appreciated his services is shown by its liberal offer to the bereaved widow and children by insisting in paying all of the funeral expenses.

Ike loved Grand Rapids and at all times spent his Sundays here if it was possible for him to do so, as he had numerous friends here who were always glad to see him and enjoy his humor and laughs. Among them is Mr. Oltman, formerly of the firm of Ritzema & Oltman. His friends who appreciated him in life will surely miss but not forget him. Sudden as his death was it was only as he wished it to be.

He was a charter member of the Lake View Lodge, F. & A. M. and belonged to a travelers' association and the Royal Arcanum. L. G.

Allegan News: The Michigan Tradesman publishes a ringing editorial concerning the outrage against the traveling public the Lake Shore perpetrates in keeping its depot closed on Sunday and even during the day time on week days at Grand Rapids. Editor Stowe writes in particular about last Sunday afternoon, and as the editor of the News was among the number locked out in the storm, he heartily coincides with the Tradesman in heading its article, "The Public Be Damned."



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—Hotel Tuller, Detroit, January 19, 20 and 21.
 Spring Meeting—Press Hall, Grand Rapids, March 16, 17 and 18.

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

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

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

Talk to the Manager of a Drug Business.

In the successful operation of the drug business much depends upon the manner of conducting the advertising and selling campaign, because this has grown to be the most important element in many respects. The modern American public is made up of lovers of novelty, change and excitement, and that dealer who contributes most of these things in a refined and businesslike manner will be the most popular in their estimation.

It is right here that the question of failures may arise. I am of the opinion that the habit of getting at the cause of failures is one of the best aids toward reaching the goal of success. If you ask the ordinary business man why he made a failure, he will almost invariably put the blame on someone else. Occasionally this may be partially true, but generally it is not. Very often we must depend on others for the accomplishment of certain things, and if they fail we cannot justly blame ourselves entirely—yet had we been better students of human nature, perhaps we would have judged their ability to better advantage.

However, most of us have developed the faculty of laying upon others the blame which rightly belongs to us. This trait has been in many cases perhaps our greatest stumbling block of an otherwise successful business career.

Suppose we try a remedy. It consists simply in looking within your own life and character. Are you thorough in the things you do? Think back over the events of to-day and yesterday and ascertain whether you have done all of your work as you would have required an assistant to do it. Have you slighted anything of real importance simply because you

do not care for that particular kind of work? Be a master of your own destiny and do not hesitate to lay a fault at your own door if it rightly belongs there. Have you recently caused a clerk or assistant to shoulder a blame which rightfully was yours? If so, did you acknowledge it? Are you neglecting at the present time any work of yours which should be done?

Every time you neglect such important things as these you are passing a shadow before your own eyes that will eventually cause the blindness of failure.

Are you one of the few who can divine your own fault and so master yourself as to overcome it? If not, training and discipline is your need, and if you cannot receive it through your own efforts failure will teach it to you without mercy.

Know yourself. Know your business. Know human nature. Then apply yourself daily to your task with the determination to see your faults and correct them, to blame sparingly and to rise in efficiency above every rise in success.

So much for the sermon. I felt it coming on. Now for the practical adaptation of good business methods to the real selling of goods.

In every business a half dozen or more mediums may be used to promote it. These may very well be divided into the following list and from them every dealer may select those which he may use to advantage:

Newspaper Advertising, Circulars, Magazine Advertising in Mail Order Work, the Store Front.

Store or Stock Room Service, Stock Arrangement, Demonstration, Agency Work, Specializing.

A few of these we have already considered, and some of the others will be discussed fully in later articles, but right now we are anxious that every business man should realize the importance of a well defined and thought-out plan of campaign or procedure in whatever lines of publicity he may select. It is not sufficient to simply contract for a few inches of space and to determine to buy a certain amount of printed matter every week or month but rather should you consider the true purpose for which you have determined to start the campaign and then map out a plan that will tend toward the accomplishment of that purpose.

In all of this work I would advise a fair and impartial trial of all the mediums used. Do not advertise spasmodically, or rather do not use a large space in a periodical this week and none the next. This will never

pay for people like reliability and depend greatly upon looking up a house the second time. Continuous advertising is much more profitable even if you find it necessary to cut down the space to a smaller size.

Make a study of your custom. Find out the largest particular class of people with whom you will deal—whether they be laboring class, retired business people, commuters, or whatnot. Know them by all means, and try to know their likes and dislikes as a whole. With this knowledge you can talk straight from the shoulder both through your advertising and over your counter. You can train your clerks to become interested in the work of the community and thus create a friendly feeling of comradeship and oneness of aim between your store and the community in which it is located. This is part of the duty of every good manager.

We will suppose a drug store to be started in a neighborhood where four-fifths of the people are carpenters. Such headlines as "We are still sawing away," "A fall from the roof wouldn't jolt you as much as our fall in prices," etc. Such phrases interest both the men and women. It is of the utmost importance that you become acquainted with every customer that you can unless your business is large, and even then it will pay you to instruct clerks to try to remember the names of frequent buyers or influential people.

In rural communities, especially, it is almost an absolute necessity for business men to always recognize and speak to people on the street, and while this is almost impossible in the city, still it is a good habit to cultivate anywhere as it will be found to be a business builder.

In business management personality and personal influence, too, will count for much. Your interest in public affairs, your character and your public standing will be found of the greatest possible value in bringing business to your store. Wherever possible it is well to become affiliated with organizations calculated to aid your town in its progressive ideas—but it will also be found necessary to exercise your powers of diplomacy to steer clear of factional fights and differences whenever you can.

All of these things must come into the general training and while we assume that practically every one of our readers have already acquired all of these good things which make for success, we have mentioned them here for the benefit of the beginner and those who have not succeeded as well as they should.

The McGanty Drug Co. of Frost, Tex., issues a monthly store paper entitled "What's in a Name." It is a live little periodical containing six to eight pages each issue. They start off the first issue by offering \$1.50 cash for a suitable name for their paper. Jokes, town booster items, news, store talk, brief stories and items of local interest constitute the contents. Three pages are devoted to store advertising. As an improvement we would suggest the use of book paper instead of news, as it would cost only

a few cents more but would add greatly to the appearance.

A Good Window Display.

"In the center, as though in complete readiness for the shaver to commence operations, is a small stand on which are placed the different necessary articles, such as a mirror, a razor, a strop, a hone, a can of talcum powder, a bottle of lotion, a jar of cream, a package of shaving soap—in fact, any article carried in stock which might be deemed a requisite for painless shaving.

"At the left of the display are shown a few articles each of razors, hones, strops, shaving brushes, etc., while at the right is arranged a display of the various toilet articles that go to make the operation a success, such as powder, creams or shaving soap. A few pieces of advertising matter relating to the different articles on exhibition are arranged on the floor of the window. A large card above the display serves to attract the attention of the passer-by. It reads, 'Are you a Shaver?' Another one at the right reads, 'For the Shaver We Offer a Complete Line of the Most Dependable Requisites!'"

W. Clement Moore.

Doings in the Hoosier State.

Written for the Tradesman.

The Indiana Highway Commission has been holding district meetings throughout the State, with discussion of new road legislation from every angle to assist this body in making up its final report to the Governor. The three mile road law has been attacked generally and will, no doubt, be amended. It is also suggested that a change be made in the method of distribution of the automobile tax, so as to benefit the poorer counties.

A recent report covering the public schools shows that the number of men engaged in teaching is constantly decreasing. The number of rural consolidated schools is now 665, as compared with 426 five years ago. The average daily wages of teachers in district schools is \$2.83.

Dr. Wm. Rawles, of Bloomington, was re-elected President of the Indiana Tax Commission at the annual meeting held in Indianapolis.

A State penal farm has been opened at Green Castle and model prisoners from Michigan City are being cared for there for the first time in a prison without walls.

The Fort Wayne Retail Merchants' Association is taking up the matter of fake advertising and finds that the State law on the subject is ineffectual. The Association will resume its war on trading stamps and President Niebergall has appointed a special committee to call on the few merchants who are still using them.

South Bend manufacturers and jobbers will be hosts this year at the annual dinner to be given Christmas week for traveling salesmen of the city. The affair will be held under the auspices of the South Bend Chamber of Commerce.

Mishawaka will purchase water meters and plans to finish the metering of the business district this winter and the residence district in the spring.

Almond Griffen.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true	9 00@9 50	Ipecac	75
Acetic	6 @ 8	Mustard, artif'l	4 00@4 25	Iron, clo.	60
Boric	10 @ 15	Neatsfoot	80 @ 85	Kino	80
Carbolic	53 @ 60	Olive, pure	2 50@3 50	Myrrh	1 05
Citric	68 @ 75	Olive, Malaga,		Nux Vomica	70
Muriatic	1 1/2 @ 5	yellow	@ 2 00	Opium	2 75
Nitric	6 1/2 @ 10	Olive, Malaga,		Opium, Capmh.	90
Oxalic	20 @ 25	green	@ 2 00	Opium, Deodor'd	2 75
Sulphuric	1 1/2 @ 5	Orange sweet	2 75@3 00	Rhubarb	70
Tartaric	55 @ 60	Organum, pure	@ 2 50		
Ammonia		Organum, com'l	@ 75		
Water, 26 deg.	6 1/2 @ 10	Pennyroyal	@ 2 75		
Water, 18 deg.	4 1/2 @ 8	Peppermint	2 50@2 75		
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50@16 00		
Carbonate	13 @ 16	Rosemary Flowers	@ 1 35		
Chloride	15 @ 30	Sandalwood, E.			
Balsams		I.	@ 7 00		
Copaiba	75@1 00	Sassafras, true	@ 1 10		
Fir (Canada)	1 50@1 75	Sassafras, artif'l	@ 60		
Fir (Oregon)	40 @ 50	Spearment	3 25@3 50		
Peru	2 50@2 75	Sperm	90 @ 1 40		
Tolu	85@1 00	Tansy	5 00@5 50		
Berries		Tar, USP	@ 30		
Cubeb	85 @ 90	Turpentine, bbls.	@ 60		
Fish	15 @ 20	Turpentine, true	@ 50		
Juniper	10 @ 15	Wintergreen, true	@ 50		
Prickley Ash	@ 50	Wintergreen, sweet	@ 50		
Barks		Wintergreen, art'l	90 @ 1 20		
Cassia (ordinary)	25 @ 30	Wormseed	3 50@4 00		
Cassia (Salign)	65 @ 75	Wormwood	5 00@5 50		
Elm (powd. 30c)	25 @ 30				
Sassafras (pow. 30c)	@ 25				
Soap Cut (powd. 30c)	25 @ 30				
Extracts					
Licorice	27 @ 30				
Licorice powdered	30 @ 35				
Flowers					
Arnica	30 @ 40				
Chamomile (Ger.)	55 @ 60				
Chamomile (Rom.)	55 @ 60				
Gums					
Arnica	25 @ 30				
Acacia, 2nd	45 @ 50				
Acacia, 3d	40 @ 45				
Acacia, Sorts	@ 30				
Acacia, powdered	50 @ 55				
Aloes (Barb. Pow.)	22 @ 25				
Aloes (Cape Pow.)	20 @ 25				
Aloes (Soc. Pow.)	40 @ 50				
Asafoetida	75 @ 1 00				
Asafoetida, Powd.					
Pure	@ 1 00				
U. S. P. Powd.	@ 1 25				
Camphor	56 @ 60				
Guaiac	50 @ 55				
Guaiac, powdered	55 @ 60				
Kino	70 @ 75				
Kino, powdered	75 @ 80				
Myrrh	@ 40				
Myrrh, powdered	@ 50				
Opium	10 50@11 00				
Opium, powd.	14 00@14 25				
Opium, gran.	14 00@14 25				
Shellac	28 @ 35				
Shellac, Bleached	30 @ 35				
Tragacanth					
No. 1	2 25@2 50				
Tragacanth pow	1 25@1 50				
Turpentine	10 @ 15				
Leaves					
Buchu	2 25@2 50				
Buchu, powd.	2 50@2 75				
Sage, bulk	25 @ 30				
Sage, 1/2 loose	30 @ 35				
Sage, powdered	30 @ 35				
Senna, Alex	50 @ 60				
Senna, Tinn.	25 @ 30				
Senna Tinn powd	25 @ 30				
Uva Ursi	18 @ 20				
Oils					
Almonds, Bitter,					
true	6 50@7 00				
Almonds, Bitter,					
artificial	1 50@1 75				
Almonds, Sweet,					
true	1 25@1 50				
Almonds, Sweet,					
imitation	50 @ 60				
Amber, crude	25 @ 30				
Amber, rectified	40 @ 50				
Anise	2 50@2 75				
Bergamont	6 50@7 00				
Cajuput	1 25@1 40				
Cassia	1 75@2 00				
Castor, bbls. and					
cans	12 1/2 @ 15				
Cedar Leaf	90 @ 1 00				
Citronella	1 00@1 10				
Cloves	1 60@1 75				
Cococanut	20 @ 25				
Cod Liver	1 25@1 50				
Cotton Seed	75 @ 90				
Croton	2 00@2 25				
Cupbebs	4 25@4 50				
Elgeron	@ 2 50				
Eucalyptus	1 00@1 20				
Hemlock, pure	@ 1 00				
Juniper Berries	2 00@2 25				
Juniper Wood	70 @ 75				
Lard, extra	85 @ 1 00				
Lard, No. 1	75 @ 90				
Laven'r Flowers	@ 6 00				
Lavender, Gar'n	1 25@1 40				
Lemon	2 25@2 50				
Linseed, boiled, bbl.	@ 52				
Linseed, bdl. less	56 @ 60				
Linseed, raw, bbls.	@ 51				
Linseed, haw, less	55 @ 59				
		Mustard, true	9 00@9 50		
		Mustard, artif'l	4 00@4 25		
		Neatsfoot	80 @ 85		
		Olive, pure	2 50@3 50		
		Olive, Malaga,			
		yellow	@ 2 00		
		Olive, Malaga,			
		green	@ 2 00		
		Orange sweet	2 75@3 00		
		Organum, pure	@ 2 50		
		Organum, com'l	@ 75		
		Pennyroyal	@ 2 75		
		Peppermint	2 50@2 75		
		Rose, pure	14 50@16 00		
		Rosemary Flowers	@ 1 35		
		Sandalwood, E.			
		I.	@ 7 00		
		Sassafras, true	@ 1 10		
		Sassafras, artif'l	@ 60		
		Spearment	3 25@3 50		
		Sperm	90 @ 1 40		
		Tansy	5 00@5 50		
		Tar, USP	@ 30		
		Turpentine, bbls.	@ 60		
		Turpentine, true	@ 50		
		Wintergreen, true	@ 50		
		Wintergreen, sweet	@ 50		
		Wintergreen, art'l	90 @ 1 20		
		Wormseed	3 50@4 00		
		Wormwood	5 00@5 50		
		Potassium			
		Bicarbonate	30 @ 35		
		Bichromate	20 @ 25		
		Bromide	@ 94		
		Carbonate	35 @ 45		
		Chlorate, xtal and			
		powdered	30 @ 35		
		Chlorate, granular	@ 40		
		Cyanide	40 @ 50		
		Iodide	@ 7 77		
		Permanganate	25 @ 30		
		Prussiate, yellow	@ 50		
		Prussiate, red	90 @ 1 00		
		sulphate	15 @ 20		
		Roots			
		Alkanet	20 @ 25		
		Blood, powdered	20 @ 25		
		Calamus	50 @ 60		
		Elecampane, pwd.	15 @ 20		
		Gentian, powd.	20 @ 30		
		Ginger, African,			
		powdered	15 @ 20		
		Ginger, Jamaica,	22 @ 25		
		Ginger, Jamaica,			
		powdered	22 @ 25		
		Golden seal pow.	6 50@7 00		
		Ipecac, powd.	@ 3 50		
		Licorice	18 @ 20		
		Licorice, powd.	12 @ 15		
		Licorice, powdered	30 @ 35		
		Orris, powdered	20 @ 25		
		Poke, powdered	20 @ 25		
		Rhubarb	75 @ 1 00		
		Rhubarb, powd.	75 @ 1 25		
		Rosinweed, powd.	25 @ 30		
		Sarsaparilla, Hond.	@ 65		
		Sarsaparilla Mexican,			
		ground	30 @ 35		
		Squills	20 @ 25		
		Squills, powdered	40 @ 60		
		Tumeric, powd.	12 @ 15		
		Valerian, powd.	25 @ 30		
		Seeds			
		Anise	20 @ 25		
		Anise, powdered	@ 25		
		Bird, ls	@ 12		
		Canary	12 @ 15		
		Caraway	15 @ 20		
		Cardamon	2 25@2 50		
		Celery	@ 30		
		Coriander	@ 25		
		Dill	20 @ 25		
		Fennel	25 @ 30		
		Flax	4 @ 8		
		Flax, ground	4 @ 8		
		Foenugreek, pow.	10 @ 15		
		Hemp	@ 10		
		Lobelia	@ 50		
		Mustard, yellow	16 @ 20		
		Mustard, black	16 @ 20		
		Mustard, powd.	20 @ 25		
		Poppy	15 @ 20		
		Quince	@ 1 50		
		Rape	@ 15		
		Sabadilla	@ 35		
		Sabadilla, powd.	@ 40		
		Sunflower	8 @ 12		
		Worm American	15 @ 20		
		Worm Levant	75 @ 85		
		Fluctures			
		Aconite	@ 75		
		Aloes	@ 65		
		Arnica	@ 75		
		Asafoetida	@ 1 35		
		Belladonna	@ 1 65		
		Benzoin	@ 1 00		
		Benzoin Compo'd	@ 1 00		
		Buchu	@ 1 50		
		Cantharides	@ 1 80		
		Capsicum	@ 1 50		
		Cardamon	@ 1 50		
		Cardamon, Comp.	@ 1 00		
		Catechu	@ 1 00		
		Cinchona	@ 1 00		
		Colchicum	@ 1 20		
		Cubeb	@ 80		
		Digitalis	@ 75		
		Gentian	@ 75		
		Ginger	@ 95		
		Guaiac	@ 1 05		
		Guaiac Ammon.	@ 80		
		Iodine	@ 2 00		
		Iodine, Colorless	@ 3 00		
		Paints			
		Lead, red dry	7 @ 8		
		Lead, white dry	7 @ 8		
		Lead, white oil	7 @ 8		
		Ochre, yellow bbl.	1 @ 1 1/2		
		Ochre yellow less	2 @ 5		
		Putty	2 1/2 @ 5		
		Red Venet'n bbl.	1 @ 1 1/2		
		Red Venet'n less	2 @ 5		
		Vermillion, Eng.	90 @ 1 00		
		Vermillion, Amer.	15 @ 20		
		Whiting, bbl.	11-10 @ 1 1/2		
		Whiting	2 @ 5		
		L. H. P. Prep'd	1 25 @ 1 35		
		Insecticides			
		Arsenic	12 @ 15		
		Blue Vitrol, bbl.	@ 5 1/2		
		Blue Vitrol less	7 @ 10		
		Bordeaux Mix Pat	8 @ 15		
		Hellebore, White			
		powdered	20 @ 25		
		Insect Powder	20 @ 35		
		Lead Arsenate	8 @ 16		
		Lime and Sulphur			
		Solution, gal.	15 @ 25		
		Paris Green	15 1/2 @ 20		
		Miscellaneous			
		Acetanilid	38 @ 45		
		Alum	5 @ 8		
		Alum, powdered and	7 @ 10		
		ground			
		Bismuth, Subni-			
		trate	2 97 @ 3 00		
		Borax xtal or			
		powdered	6 @ 12		
		Cantharides po	4 00 @ 8 00		
		Calomel	1 20 @ 1 25		
		Capsicum	30 @ 35		</

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

Warren's Salmon

DECLINED

Evap. Apricots
Currants
Evap. Peaches

Index to Markets

By Columns

Col.	1	2
AMMONIA	Doz.	Doz.
12 oz. ovals 2 doz. box	75	
AXLE GREASE		
Frazer's		
1 lb. wood boxes, 4 doz. 3 00		
1 lb. tin boxes, 3 doz. 2 35		
3 1/2 lb. tin boxes, 2 doz. 4 25		
10 lb. pails, per doz. .6 00		
15 lb. pails, per doz. .7 20		
25 lb. pails, per doz. .12 00		
BAKED BEANS		
No. 1, per doz. .45 @ 90		
No. 2, per doz. .75 @ 1 40		
No. 3, per doz. .85 @ 1 75		
BATH BRICK		
English	95	
BLUING		
Jennings'		
Condensed Pearl Bluing		
Small C P Bluing, doz. 45		
Large C P Bluing, doz. 75		
Folger's		
Summer Sky, 3 do. cs. 1 20		
Summer Sky, 10 dz bbl 4 00		
BREAKFAST FOODS		
Apetizo, Biscuits	3 00	
Bear Food, Pettijohns	2 13	
Cracked Wheat, 24-2	2 50	
Cream of Wheat, 36-2	4 50	
Cream of Rye, 24-2	3 00	
Quaker Puffed Rice	4 25	
Quaker Puffed Wheat	2 85	
Quaker Brkfst Biscuit	1 90	
Quaker Corn Flakes	1 75	
Victor Corn Flakes	2 20	
Washington Crisps	1 85	
Wheat Hearts	1 90	
Wheatena	4 50	
Evaporated Sugar Corn	90	
Farinose, 24-2	2 70	
Grape Nuts	2 70	
Grape Sugar Flakes	2 50	
Sugar Corn Flakes	2 50	
Hardy Wheat Food	2 25	
Holland Rusk	2 90	
Krinkle Corn Flakes	2 00	
Maple-Corn Flakes	2 80	
Minn. Wheat Cereal	3 75	
Ralston Wheat Food	4 50	
Ralston Wheat Food	2 25	
Saxon Wheat Food	2 60	
Shred Wheat Biscuit	3 60	
Tri-Suit, 18	1 80	
Pillsbury's Best Cerl	4 25	
Post Toasties, T-2	2 40	
Post Toasties, T-3	2 60	
Post Tavern Porridge	2 80	
BROOMS		
Fancy Parlor, 25 lb. 4 25		
Parlor, 5 String, 25 lb. 4 00		
Standard Parlor, 23 lb. 3 50		
Common, 23 lb. 3 25		
Special, 23 lb. 2 75		
Warehouse, 33 lb. 4 25		
Common Whisk	1 00	
Fancy Whisk	1 25	
BRUSHES		
Scrub		
Solid Back, 8 in. 75		
Solid Back, 11 in. 95		
Pointed Ends	85	
Shoe		
No. 3	90	
No. 2	1 25	
No. 1	1 75	
Shoe		
No. 2	1 00	
No. 7	1 30	
No. 4	1 70	
No. 3	1 90	
BUTTER COLOR		
Dandelion, 25c size	2 00	
CANDLES		
Paraffine, 6s	7	
Paraffine, 12s	7 1/2	
Wicking	20	
CANNED GOODS		
Apples		
3 lb. Standards	@ 85	
Gallon	@ 2 50	
Blackberries		
2 lb. 1 50 @ 1 90		
Standard gallons	@ 5 00	
Beans		
Baked	85 @ 1 30	
Bloomington	@ 1 84	
Carson City	@ 1 84	
Wax	75 @ 1 25	
Blueberries		
Standard	1 80	
Gallon	7 25	

2

Clams

Little Neck, 1 lb. @ 1 00

Little Neck, 2 lb. @ 1 50

Clam Bouillon

Burnham's 1/2 pt. 2 25

Burnham's pts. 3 75

Burnham's qts. 7 50

Corn

Fair 65 @ 70

Good 90 @ 1 00

Fancy @ 1 30

French Peas

Monbadon (Natural)

per doz. 1 75

Gooseberries

No. 2, Fair 1 50

No. 2, Fancy 2 35

Hominy

Standard 85

Lobster

1/4 lb. 1 85

1/2 lb. 3 15

Mackerel

Mustard, 1 lb. 1 80

Mustard, 2 lb. 2 80

Soused, 1 1/2 lb. 1 60

Soused, 2 lb. 2 75

Tomato, 1 lb. 1 50

Tomato, 2 1/2 2 80

Mushrooms

Buttons, 1/4s @ 15

Buttons, 1s @ 30

Hotels, 1s @ 20

Oysters

Cove, 1 lb. @ 85

Cove, 2 lb. @ 1 60

Piums

Plums 90 @ 1 35

Pears in Syrup

No. 3 cans, per doz. 1 50

Peas

Marowfat 90 @ 1 00

Early June 1 10 @ 1 25

Early June siftd 1 45 @ 1 55

Peaches

Pie 1 00 @ 1 25

No. 10 size can pie @ 3 25

Pineapple

Grated 1 75 @ 2 10

Sliced 95 @ 2 60

Pumpkin

Fair 80

Good 90

Fancy 1 00

Gallon 2 40

Raspberries

Standard @

Salmon

Warrens, 1 lb. Tall 2 30

Warrens, 1 lb. Flat 2 45

Red Alaska 1 70 @ 1 75

Med Red Alaska 1 40 @ 1 45

Pink Alaska @ 1 20

Sardines

Domestic, 1/4s 3 75

Domestic, 1/2 Mustard 3 75

Domestic, 1/2 Mustard 3 25

French, 1/4s 7 @ 14

French, 1/4s 13 @ 23

Sauer Kraut

No. 3, cans 90

No. 10, cans 2 40

Shrimps

Dunbar, 1st doz. 1 45

Dunbar, 1 1/2 doz. 2 50

Succotash

Fair 90

Good 1 20

Fancy 1 25 @ 1 40

Strawberries

Standard 95

Fancy 2 25

Tomatoes

Good 90

Fancy 1 20

No. 10 2 90

CARBON OILS

Barrels

Perfection 10

D. S. Gasoline 14

Gas Machine 22.9

Deodor'd Nap'a 13

Cylinder 29 @ 34 1/2

Engine 16 @ 22

Black, winter 8 @ 10

CATSUP

Snider's pints 2 35

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
Lelden	@ 15
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
Spearmint, Wrigleys	64
Spearmint, 5 box jars	3 20
Spearmint, 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	
Per doz.	
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	1 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
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	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, 1/4s	33
Lowney, 1/2s	33
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 1/4s	36
Van Houten, 1/2s	65
Wan-Eta	26
Webb	33
Wilber, 1/4s	32
Wilber, 1/2s	32

COCOANUT

Dunham's	per lb.
1/4s, 5 lb. case	30
1/4s, 5 lb. case	29
1/4s, 15 lb. case	29
1/4s, 15 lb. case	28
1s, 15 lb. case	27
1/4s & 1/2s 15 lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, barrels	13
Baker's Brazil Shredded	12
10 5c pkgs., per case	2 60
26 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Rio	
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, 1/4 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

Broker	8 1/2
Cut Leaf	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

	Pails
Auto Kisses (baskets)	13
Autumn Leaves	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Dice	13
Cocoanut Kraut	14
Cocoanut 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, Cocoanut	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
Not Butter Puffs	14
Salted Peanuts	12

6

7

8

9

10

11

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

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

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

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

DRIED FRUITS
Apples
Evaporated Choice blk 10%
Evaporated Fancy pkg.
Apricots 11@14
Citron 16 1/2
Currants
Imported 1 lb. pkg. 9
Imported, bulk 8 1/2
Peaches
Muirs—Choice, 25lb. 6 1/2
Muirs—Fancy, 25lb. 7 1/2
Fancy, Peeled, 25lb. 12
Lemon, American 12 1/2
Orange, American 12 1/2
Raisins
Cluster, 20 cartons 2 25
Loose Muscatels, 4 Cr. 7 1/2
Loose Muscatels, 3 Cr. 7 1/2
L. M. Seeded, 1 lb. 8 1/2@9

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

FARINACEOUS GOODS
Beans
California Limas 7
Med. Hand Picked 2 80
Brown Holland 2 50
Farina
25 1 lb. packages 1 50
Bulk, per 100 lbs. 4 00
Original Holland Rusk
Packed 12 rolls to container
3 containers (40) rolls 3 20
Hominy
Pearl, 100 lb. sack 2 25
Maccaroni and Vermicelli
Domestic, 10 lb. box 60
Imported, 25 lb. box 2 50
Pearl Barley
Chester 3 15
Empire
Peas
Green, Wisconsin, bu. 2 90
Green, Scotch, bu. 2 90
Split, lb. 6
Sago
East India 5
German, sacks 5
German, broken pkg.
Tapioca
Flake, 100 lb sacks 5
Pearl, 100 lb sacks 5
Pearl, 36 pkgs. 2 25
Minute, 36 pkgs. 2 75

FISHING TACKLE
1/4 to 1 in. 6
1/4 to 2 in. 7
1/4 to 2 in. 9
1/4 to 2 in. 11
1 in. 15
2 in. 20
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20
Linen Lines
Small 20
Medium 26
Large 34

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

FLOUR AND FEED
Grand Rapids Grain &
Milling Co.
Winter Wheat
Purity Patent 5 60
Sunburst 6 00
Wizard Graham 5 40
Matchless 5 40
Wizard, Gran. Meal 4 60
Wizard Buckwh't cwt 3 40
Rye 5 25
Valley City Milling Co.
Lily White 6 00
Light Loaf 5 50
Graham 2 55
Granena Health 2 65
Gran. Meal 2 05
Bolted Med. 1 95

Voigt Milling Co.
Voigt's Crescent 6 00
Voigt's Royal 6 40
Voigt's Flourlight 6 00
Voigt's Hygienic Gra-
ham 4 80
Watson-Higgins Milling Co.
Perfection Buckwheat
Flour 6 20
Perfection Flour 5 85
Tip Top Flour 5 45
Golden Sheaf Flour 5 00
Marshalls Best Flour 6 20
Worden Grocer Co.
Quaker, paper 5 30
Quaker, cloth 5 40

Kansas Hard Wheat
Voigt Milling Co.
Calla Lily 6 00
Worden Grocer Co.
American Eagle, 1/2s 6 30
American Eagle, 1/4s 6 20
American Eagle, 1/8s 6 10
Spring wheat
Roy Baker
Mazetta 6 15
Golden Horn, bakers 6 10
Wisconsin Rye 6 00
Bohemian Rye 6 40
Judson Grocer Co.
Ceresota, 1/2s 6 80
Ceresota, 1/4s 6 90
Ceresota, 1/8s 7 00
Voigt Milling Co.
Columbian 6 50

Worden Grocer Co.
Wingold, 1/2s cloth 7 00
Wingold, 1/4s cloth 6 90
Wingold, 1/2s cloth 6 80
Wingold, 1/2s paper 6 85
Wingold, 1/4s paper 6 80
Meal
Bolted 4 40
Golden Granulated 4 60
Wheat
New Red 1 06
New White 1 02
Oats
Michigan carlots 52
Less than carlots 54
Corn
Carlots 70
Less than carlots 72
Hay
Carlots 14 00
Less than carlots 16 00
Feed
Street Car Feed 20
No. 1 Corn & Oat Feed 29
Cracked Corn 29
Coarse Corn Meal 29

FRUIT JARS
Mason, pts., per gro. 4 25
Mason, qts., per gro. 4 55
Mason, 1/2 gal. per gro. 6 90
Mason, can tops, gro. 1 30
GELATINE
Cox's, 1 doz. large 1 45
Cox's, 1 doz. small 90
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Knox's Acid'd doz. 1 25
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 25
Plymouth Rock, Plain 90

GRAIN BAGS
Broad Gauge 18
Amoskeag 19
Herbs
Sage 15
Hops 15
Laurel Leaves 15
Senna Leaves 25
HIDES AND PELTS
Hides
Green, No. 1 12
Green, No. 2 11
Cured, No. 1 13 1/2
Cured, No. 2 12 1/2

Calfskin, green, No. 1 15
Calfskin, green, No. 2 13 1/2
Calfskin, cured, No. 1 16
Calfskin, cured, No. 2 14 1/2
Pelts
Old Wool 60@1 25
Lambs 50@80
Shearings 50@75
Tallow
No. 1 5
No. 2 4
Wool
Unwashed, med. 20
Unwashed, fine 15
HORSE RADISH
Per doz. 90

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

MOLASSES
New Orleans
Fancy Open Kettle 42
Choice 35
Good 22
Fair 20
Half barrels 2c extra
Red Hen, No. 2 1/4 1 75
Red Hen, No. 5 1 75
Red Hen, No. 10 1 65

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

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

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

POTASH
Babbitt's, 2 doz. 1 75
PROVISIONS
Barreled Pork
Clear Back 23 00@24 00
Short Cut Cl'r 22 00@23 00
Bean 20 50@21 00
Brisket, Clear 23 00@29 00
Pig
Clear Family 26 00
Dry Salt Meats
S P Bellies 14 1/2@15
Lard
Pure in tierces 12 1/2@13
Compound Lard 8 1/2
80 lb. tubs advance 1/2
60 lb. tubs advance 1/2
50 lb. tubs advance 1/2
20 lb. pails advance 1/2
10 lb. pails advance 1/2
5 lb. pails advance 1/2
5 lb. pails advance 1/2
Smoked Meats
Hams, 12 lb. av. 18 @19
Hams, 14 lb. av. 17 1/2@18
Hams, 16 lb. av. 17 @17 1/2
Hams, 18 lb. av.
Ham, dried beef
sets 29 @30
California Hams 13 @13 1/2
Picnic Boiled
Hams 19 1/2@20
Boiled Hams 24 1/2@25
Minced Ham 14 @14 1/2
Bacon 19 @23

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

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

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

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

SALAD DRESSING
Columbia, 1/2 pt. 2 25
Columbia, 1 pint 4 00
Durkee's, large 1 doz. 4 50
Durkee's, small, 2 doz. 5 25
Snider's, large, 1 doz. 2 35
Snider's, small, 2 doz. 1 35
SALERATUS
Packed 60 lbs. in box
Arm and Hammer 3 00
Wyandotte, 100 1/2s 3 00

SAL SODA
Granulated, bbls. 80
Granulated, 100 lbs. cs. 90
Granulated, 36 pkgs. 1 25
SALT
Common Grades
100 3 lb. sacks 2 60
70 4 lb. sacks 2 40
60 5 lb. sacks 2 40
28 10 lb. sacks 2 25
56 lb. sacks 40
28 lb. sacks 20
Warsaw
28 lb. sacks 26
56 lb. sacks 26
Solar Rock
28 lb. sacks 26
56 lb. sacks 26
Common
Granulated, Fine 1 05
Medium, Fine 1 10

SALT FISH
Cod
Large, whole @ 3
Small, whole @ 7 1/2
Strips or bricks 9 @13
Pollock @ 5 1/2
Smoked Salmon
Strips 9
Hailbut
Strips 18
Chunks 19
Holland Herring
Y. M. wh. hoop bbls.
Y. M. wh. hoop 1/2 bbls.
Y. M. wh. hoop kegs
Standard, bbls. 11 75
Standard, 1/2 bbls. 6 13
Standard, kegs 80

Trout
No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 2 25
No. 1, 10 lbs. 90
No. 1, 2 lbs. 75
Mackerel
Mess, 100 lbs. 15 00
Mess, 40 lbs. 6 50
Mess, 10 lbs. 1 70
Mess, 8 lbs. 1 45
No. 1, 100 lbs. 14 00
No. 1, 40 lbs. 6 10
No. 1, 10 lbs. 1 60
Lake Herring
100 lbs. 4 25
40 lbs. 2 10
10 lbs. 62
8 lbs. 64

SEEDS
Anise 20
Canary, Smyrna 9 1/2
Caraway 15
Cardomom, Malabar 1 20
Celery 45
Hemp, Russian 5
Mixed Bird 9
Mustard, white 12
Poppy 16
Rape 10
SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85

SCOTCH, in bladders 37
Maccaboy, in jars 35
French Rapple in jars 43
SODA
Roxes 5 1/2
Kegs, English 4 1/2
SPICES
Whole Spices
Allspice, Jamaica 9 @10
Allspice, 1/2 Garden @11
Cloves, Zanzibar @22
Cassia, Canton 14 @15
Cassia, 5c pkg. dz. @25
Ginger, African @ 9 1/2
Ginger, Cochlin @14 1/2
Mace, Penang @70
Mixed, No. 1 @17
Mixed, No. 2 @16
Mixed, 5c pkgs. dz. @45
Nutmegs, 70180 @30
Nutmegs, 105-110 @25
Pepper, Black @15
Pepper, White @25
Pepper, Cayenne @22
Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica @15
Cloves, Zanzibar @23
Cassia, Canton @22
Ginger, African @18
Mace, Penang @75
Nutmegs @35
Pepper, Black @18
Pepper, White @32
Pepper, Cayenne @24
Paprika, Hungarian @45

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

SYRUPS
Corn
Barrels 32
Half barrels 34
Blue Karo, No. 1 1/2, 4 doz. 3 45
Blue Karo, No. 2, 2 dz. 1 95
Blue Karo, No. 2 1/2, 2 doz. 2 30
Blue Karo, No. 5, 1 dz. 2 25
Blue Karo, No. 10, 1/2 doz. 2 15
Red Karo, No. 1 1/2, 4 doz. 4 00
Red Karo, No. 2, 2 dz. 2 30
Red Karo, No. 2 1/2, 2 dz. 2 70
Red Karo, No. 5, 1 dz. 2 65
Red Karo, No. 10, 1/2 doz. 2 55
Pure Cane
Fair 16
Good 20
Choice 25
Folger's Grape Punch
Quarts, doz. case 6 00
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

TEA
Uncolored Japan
Medium 20 @25
Choice 28 @33
Fancy 36 @45
Basket-fired Med'm 28 @30
Basket-fired, Choice 35 @37
Basket-fired, Fancy 38 @45
No. 1 Nibs 30 @32
Siftings, bulk 9 @10
Siftings, 1 lb. pkgs. 12 @14
Gunpowder
Moyune, Medium 28 @33
Moyune, Choice 35 @40
Moyune, Fancy 50 @60
Ping Suey, Medium 25 @30
Ping Suey, Choice 35 @40
Ping Suey, Fancy 45 @50
Young Hyson
Choice 28 @30
Fancy 45 @55

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

TOBACCO
Fine Cut
Blot 1 45
Bugle, 16 oz. 3 84
Bugle, 10c 1 00
Dan Patch, 8 and 16 oz. 4 32
Dan Patch, 2 oz. 11 52
Dan Patch, 4 oz. 5 76
Fast Mail, 16 oz. 7 80
Hawatha, 16 oz. 5 40
Hawatha, 5c 5 40
May Flower, 16 oz. 9 36
No Limit, 8 oz. 1 30
No Limit, 16 oz. 3 60
Ojibwa, 8 and 16 oz. 4 40
Ojibwa, 10c 11 10
Ojibwa, 5c 1 85
Petoskey Chief, 7 oz. 2 00
Petoskey Chief, 14 oz. 4 00
Peach and Honey, 5c 5 76
Red Bell, 16 oz. 3 96
Red Bell, 8 foll 1 98
Sterling, L & D 5c 5 78
Sweet Cuba, canister 9 16
Sweet Cuba, 5c 5 76
Sweet Cuba, 10c 95
Sweet Cuba, 1 lb. tin 4 50
Sweet Cuba, 1/2 lb. foll 2 25
Sweet Burley, 5c L&D 5 76
Sweet Burley, 8 oz. 2 45
Sweet Burley, 16 oz. 4 90
Sweet Mist, 1/2 gro. 5 70
Telegram, 8 oz. 11 10
Tiger, 5c 5 76
Tiger, 25c cans 6 00
Uncle Daniel, 1 lb. 60
Uncle Daniel, 1 oz. 5 22

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

Scrap
All Red, 5c 5 76
Am. Union Scrap 5 40
Bag Pipe, 5c 5 88
Cutlars, 2 1/2 oz. 26
Globe Scrap, 2 oz. 30
Happy Thought, 2 oz. 30
Honey Comb Scrap, 5c 76
Honest Scrap, 5c 1 55
Mall Pouch, 4 doz. 5c 2 00
Old Songs, 5c 5 76
Old Times, 1/4 gro. 5 50
Polar Bear, 5c, 1/4 gro. 5 76
Red Band, 5c 1/4 gro. 5 76
Red Man Scrap, 5c 1 42
Scrapple, 5c pkgs. 48
Sure Shot, 5c 1-6 gro. 5 76
Yankee Girl Scrap 2oz. 5 76
Pan Handle Scrp 1/4gr. 5 76
Peachy Scrap, 5c 5 76
Union Workman, 2 1/2 6 00

Smoking
All Leaf, 2 1/2 & 7 oz. 30
BB, 3 1/2 oz. 6 00
BB, 7 oz. 12 00
BB, 14 oz. 24 00
Bagdad, 10c tins 11 52
Badger, 3 oz. 5 04
Badger, 7 oz. 11 52
Banner, 5c 5 76
Banner, 20c 1 60
Banner, 40c 3 20
Belwood, Mixture, 10c 94
Big Chief, 2 1/2 oz. 6 00
Big Chief, 1 1/2 oz. 3 00

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Buck Horn, 15c	17 28
Buck Horn, 8 oz.	3 60
Buck Horn, 16 oz.	6 72
Black Swan, 5c	5 76
Black Swan, 10c	11 52
Black Swan, 15c	17 28
Black Swan, 8 oz.	3 60
Black Swan, 16 oz.	6 72
Bob White, 5c	5 76
Bob White, 10c	11 52
Bob White, 15c	17 28
Bob White, 8 oz.	3 60
Bob White, 16 oz.	6 72
Brotherhood, 5c	5 76
Brotherhood, 10c	11 52
Brotherhood, 15c	17 28
Brotherhood, 8 oz.	3 60
Brotherhood, 16 oz.	6 72
Carnival, 5c	5 76
Carnival, 10c	11 52
Carnival, 15c	17 28
Carnival, 8 oz.	3 60
Carnival, 16 oz.	6 72
Cigar Clip, Johnson	30
Cigar Clip, Seymour	30
Identity, 3 & 16 oz.	4 50
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	2 55
Corn Cake, 14 oz.	1 45
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	4 70
Cream, 50c pails	5 76
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pils	3 72
Chips, 10c	10 30
Dills Best, 12 oz.	7 79
Dills Best, 3 1/2 oz.	7 77
Dills Best, 16 oz.	7 73
Dixie Kid, 5c	4 48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Mixture, 15c	17 28
Duke's Mixture, 8 oz.	3 60
Duke's Mixture, 16 oz.	6 72
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 10c	3 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
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.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	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	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	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 02
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 12
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
War 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	20
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	10 1/2

VINEGAR

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

WICKING

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

WOODENWARE

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

Butter Plates

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

Wire End

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

Churns

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

Clothes Pins

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

14

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

Mop Sticks

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

Pails

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

Toothpicks

Birch, 100 packages	2 00
Ideal	85

Traps

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

Tubs

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

Washboards

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

Window Cleaners

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

Wood Bowls

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

WRAPPING PAPER

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

YEAST CAKE

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

YOURS TRULY LINES

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

AXLE GREASE

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

CHARCOAL

Car lots or local shipments,
bulk or sacked in paper or jute.
Poultry and stock charcoal.
M. O. DEWEY CO., Jackson, Mich.

15

BAKING POWDER

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

Royal

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

CIGARS

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

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

COFFEE

OLD MASTER COFFEE

Old Master Coffee	31
San Marto Coffee	31

FITZPATRICK BROTHERS' SOAP CHIPS

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

16

Roasted
Dwinnell-Wright Co's B'ds

White House, 1 lb.	
White House, 2 lb.	
Excelsior, Blend, 1 lb.	
Excelsior, Blend, 2 lb.	
Tip Top, Blend, 1 lb.	
Royal Blend	
Royal High Grade	
Superior Blend	

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.

Business chance at Saranac, Michigan. For Sale, hardware, dry goods and shoes; also grocery fixtures, at 75c on the dollar. Going business. Store rent at \$20. Investigate. E. D. Collar, Columbus, Ind. 735

Farm Advertisement. Farm of 120 acres (clay loam) beautiful modern home and nice little barn in Maple Valley township, Montcalm county, for sale or exchange for stock of drugs. Dr. J. Black, Howard City, Michigan. 736

For Rent—Desirable modern corner store, 50 x 100 feet, with basement storage room. Steam heated. Possession immediately. Fully equipped with tables, shelving and window fixtures. Apply, Max H. Elbe, 105 Falls St., Niagara Falls, N. Y. 737

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

Wanted—McCaskey register, late model, 500 accounts. Address Benjamin Wagner, Mont Clare, Pa. 739

For Rent—Desirable store at Traverse City. Modern store room, with metal walls and ceilings, large plate glass show windows, steam heated and electric lighted, in center of retail district and adjoining large dry goods and ready-to-wear store, for rent Jan. 1st. Suitable for shoes, drugs or kindred lines. Write at once to Steinberg Bros., Traverse City, Michigan. 740

Implements—Have building suitable for stock of implements, size 100 x 30, will rent very reasonable, very fine opening. Investigate. W. A. Cline, Moran, Kansas. 742

\$5,000 equity in fine 80-acre farm near Battle Creek to exchange for stock of goods. Service Realty Agency, Jackson, Michigan. 743

Wanted—To purchase stock of clothing in small town, good location, Central Michigan. Address Box 247, Saranac, Michigan. 744

Opportunity—Ice plant for sale at Humboldt, Kansas. A first class business proposition. Investigate this if you are looking for something safe and sure. Address Frank C. Millen, Humboldt, Kansas. 746

IF spot cash, a fair price, quick action appeal to you, I'll buy merchandise you don't want, can't sell, or will buy your whole stock or part of your stock of shoes, clothing, dry goods, or any store anywhere and everywhere, and come with the cash as soon as you wire or write to me.
PAUL FEYREISEN, 12 No. Market St.
Tel. 2756 Franklin CHICAGO

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

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

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

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

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—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

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

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. No. 721, care Tradesman. 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

\$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

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

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

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

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

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

HELP WANTED.

Wanted—Experienced salesmen to sell our line of warm footwear in the West on commission. Address The Beatty Felting Co., Mishawaka, Ind. 741

SITUATIONS WANTED.

Position Wanted—Registered pharmacist. Young married man; four years' experience. Address C. S. Kirtland, Lakeview, Michigan. 745

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

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

ENGRAVING A. D. WOOD

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

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Allegan expects to land the Blood Bros. Machine Co., now located in Kalamazoo. Several plans are being considered, but the one most feasible seems to be to sell \$35,000 worth of stock in the company and to make the company a gift of \$20,000 to pay its moving and other expenses. The concern agrees to employ at least sixty men for a period of five years.

Bay City now has a Junior Board of Commerce and the boys are taking charge of decorations for the municipal Christmas tree which will stand in Wenonah park.

Stanton's pickle plant, which employed twenty to twenty-five people the year round, has been destroyed to fire. No doubt it will be rebuilt and on a larger scale.

The Johnson Pickle Co., of South Haven, will build a salting station at Charlevoix.

Lansing street cars now stop at the near crossings, following the new traffic ordinance.

The Flint Council has appointed a committee of three to meet with representatives of the local gas company to fix gas rates for the next five years. This action every five years is required under the franchise. The price is fixed by two disinterested persons appointed by the city, two disinterested persons by the company, and a fifth disinterested person by the first four named, and in making a decision they shall not fix the price of gas lower than it is in neighboring cities similarly situated with regard to the cost of production. The written decision of a majority of the board shall be final.

The Hillsdale Council is wrestling with its annual problem of the best plan of dealing with the genus hobo. The city is willing to help unfortunates, but does not care to board lazy repeaters.

Students in the manual training department of the Western high school Bay City are making toys this year for poor children.

The Marquette Commercial Club has re-elected Joseph C. Gannon as President and Secretary Mangum will buy furniture for the Club's new quarters in the Bacon block. The Club has adopted strong resolutions in opposition to the tonnage tax.

A central commission for relief and charity work in Washtenaw county has been organized at Ann Arbor. The business Men's Association of St. Joseph has raised a guarantee fund of \$300 to assist in equipping an emergency hospital there.

Battle Creek has awarded contracts for the construction of a new city jail.

Kalamazoo is asking for bids on a five-year contract for the collection of city garbage.

About 300 tons of herring were taken from the waters near Marquette this year the fishing season having been the most successful in the past five years.

High power incandescent lamps will replace the arc lights in the residence district of Adrian.

The Ludington Board of Trade is considering ways and means of building a convention hall.

Almond Griffen.

Traveling Men to Fight Two-Cent Fare Repeal.

Lansing, Dec. 15—Any attempt on the part of the railroads to repeal the two-cent fare law at the coming session of the legislature, will meet with determined opposition from the United Commercial Travelers according to Chief Clerk James F. Hammell of the State Labor Commission, who is a member of the Legislative Committee of the traveling men's organization.

At a meeting of the Legislative Committee of the United Commercial Travelers to be held in Detroit, December 19, a legislative programme will be mapped out, according to Hammell. The drummers also want an adequate appropriation for the hotel inspector so that the provisions of the law providing for a thorough inspection of all hotels in the State may be carried into effect.

The traveling men are greatly interested in the bill that must be passed in order to provide the machinery for the constitutional amendment adopted at the November election which gives students and traveling men the right to vote away from home. This proposition will be discussed at the meeting in Detroit next week.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	316	320
Am. Light & Trac. Co., Pfd.	107½	110½
Am. Public Utilities, Com.	35	40
Am. Public Utilities, Pfd.	65	70
Cities Service Co., Com.	50	54
Cities Service Co., Pfd.	52	55
Comw'th Pr. Ry. & Lt., Com.	54	55½
Comw'th Pr. Ry. & Lt., Pfd.	77	79
Comw'th 6% 5 year bond	97	99
Holland St. Louis Sugar	4	5
Michigan Sugar	40	45
Pacific Gas & Elec. Co., Com.	43	45
Tennessee Ry. Lt. & Pr., Com.	8	10
Tennessee Ry. Lt. & Pr., Pfd.	40	45
United Light & Rys., Com.	43½	45
United Light & Rys., 2d Pfd.	66	68½
United Light & Rys., 1st Pfd.	70	72
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 16, 1914.

To Banquet Their Traveling Men.

Grand Rapids, Dec. 15—At a meeting of the Executive Committee of the Wholesale Department of the Grand Rapids Association of Commerce held Monday, Dec. 7, it was voted unanimously to tender a banquet to the salesmen representing houses that are members of this Department.

Committees were appointed on Programme, Banquet and Invitations and as soon as the details are worked out you will be made acquainted with them.

It is planned to make the whole affair very high grade in every detail and an event long to be remembered by the traveling men.

R. J. Prendergast, Chairman.

Incorrectly Stated.

Covert, Dec. 15—In your issue of Dec. 9 we notice an item in regard to the Spelman Grocery Co., of Covert, which is incorrect. The firm of J. R. Spelman & Co. has not been changed in any way whatever. The Spelman Grocery Co. is a separate concern, although the same people are interested in both. The Spelman Grocery Co. was formed to run a grocery and bakery in South Haven which J. R. Spelman & Co. bought

of W. F. Chaffin. J. R. Spelman is manager also of the Spelman Grocery Co., T. G. Spelman Secretary and Geo. W. Leslie Treasurer, but the concern is separate from J. R. Spelman & Co. J. R. Spelman & Co.

French Looms in America.

One of the leading American silk mills operating both in this country and France has decided to bring its foreign looms and workers to this

country so as to be able to fill the spring orders already placed. This remarkable step has relieved the anxiety caused by the war regarding material which can be made only on foreign looms.

H. M. Joyce & Co. has changed its name to the Grand Rapids Custom Shirt Co.

If You Have GOOD POTATOES

to offer let us hear from you.

If you are in the market, glad to quote you delivered prices in car lots.

H. E. MOSELEY CO.

F. T. MILLER, Gen. Manager

30 Ionia Avenue

Grand Rapids

Cost vs. Selling Price

Lackey's Standard PRICE MARKING TABLES indicate at a glance how to mark your goods and insure the desired margin of profit. No percentage to figure. No guesswork. You know your cost—this book gives you the correct selling price including your profit. Accurate to within 1-100 of a cent.

Department managers will find this book particularly useful as a time saver.

Sent on receipt of price, subject to ten days approval. If unsatisfactory, money will be refunded.

PRICE \$5 EACH

HAROLD J. BALE, Michigan Distributor

231-233 Pearl St.

Grand Rapids, Mich.

Are You Losing Sales?

Thousands of dollars worth of merchandise used in your community are bought from mail order houses; from city department stores, and from manufacturers who sell direct to the consumer.

That means that you are losing sales, profits and prestige in your community.

Trade is a habit, and it is a mighty bad thing for you to permit people in your community to form the habit of buying from your Competitors and from Mail Order Houses.

With the Booster Club Campaign, we change the habit of buying and break up the habit of your customers going across the street to your Competitor, or sending their money away to Mail Order Competitions. We establish a new habit and that habit is, trade with you, leaving their money at home, giving you the profit that your Competitors at home and in large cities are making.

PERSONALLY CONDUCTED. Every Campaign that we conduct is started by a man sent from this office, who knows trade conditions; who knows how to work with Merchants; a man who knows how to build an organization that will get out and send purchasers to your Store. He secures from 15 to 20 Boosters in your town, centers their entire attention upon your Store. Every one of these Boosters is given credit for every dollar's worth of business they send to you. Each one is given a Patron's Club of 10 members and these are chosen from among the people who are trading mostly with Mail Order Houses and with Department Stores, and also with your local Competitor. They are weaned away from their old habit of trading with Competitors and given the habit of trading with you.

A Booster Club Campaign

Will work off your slow sellers.

Will clean out unprofitable lines that you now carry.

Will collect your outstanding accounts.

Will bring you from 50 to 100 new customers.

Will make your bank account bigger and your book account less.

Will cause every man, woman and child in your community to talk about your store, giving you more word of mouth advertising, plus sales, plus profits, than any other proposition that has ever been presented in your town.

Only one Merchant in a town can get this proposition. The first one to write us will be given the first opportunity.

Don't delay. Make 1915 your biggest year in business. Write at once

The Practical Advertising Company
SPRINGFIELD, ILLINOIS



ARE NATURE'S BEST

SUN-KIST Prunes are the kind which make people say "I never knew prunes were so good"—the kind they come back for—the kind you build business on and the kind you can always recommend.

Only the **BEST SELECTION** of the **BEST PRUNES** from the **BEST DISTRICT** in California where the **BEST PRUNES** grow.

THAT'S SUN-KIST KIND

NATIONAL GROCER CO.

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



Telephone Trade

is always pleased
with

**Franklin
Carton Sugar**



When a customer calls you up and orders sugar send her **FRANKLIN CARTON SUGAR**. You won't make any mistake—she'll be perfectly satisfied. Clear, pure sugar, made from sugar cane and packed in sealed, dust-proof cartons is sure to satisfy the most discriminating housewife.

You'll make a profit by selling **FRANKLIN CARTON SUGAR** because the handy cartons that come to you "ready to sell" save the cost of bags, string and overweight. Incidentally your time is too valuable to waste in this way, when our process of packing sugar in cartons saves you "the factory work." Get behind the Franklin line consisting of Granulated, Powdered, Dessert and Table and Cube Sugars. Tell your customers "over the 'phone" and "over the counter" how much better **FRANKLIN CARTON SUGAR** is than ordinary bulk sugar. It will save you work and make you a profit.

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA



It's an **INSTITUTION**—established and **MAINTAINED** on principles of strictest **HONESTY**. For every penny of its selling price it gives the fullest measure of **REAL VALUE** and **SATISFACTION**.

**NOT the HOW-CHEAP
KIND
BUT THE
HOW-GOOD KIND**

Judson Grocer Co., Grand Rapids
Wholesale Distributors



THE BEST

piece of goods
any dealer
can hand over
the counter.

KC BAKING POWDER

The best at any price.

Free from adulteration.

It will pay you to push K C

Jaques Mfg. Co., Chicago

TRADE PULLERS FOR JANUARY



An unprecedented opportunity to equip yourself so you can talk **PRICE** to your customers and thus force in the Midwinter Trade will be afforded by our January catalogue.

Our famous **45c** and **95c Sales**, bigger and better than ever, will be only part of this important book's notable offerings.

You will be making a serious mistake if you equip yourself for Midwinter Business before you see "OUR DRUMMER" for January.

Watch for it!



BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS