

CHRISTMAS EDITION

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. \$1 PER YEAR

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 23, 1914

Number 1631





# 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

## Is Not a Mush or a Porridge



The wise, up-to-date grocer will sell what the customer asks for, but it is well to remember that

## Shredded Wheat

is not a mush or a porridge. You have to chew Shredded Wheat. Children cannot bolt it down as they do a mussy porridge. Chewing is the first process in digestion. In children it develops sound teeth and healthy gums. It is always fresh, always clean, always pure, always the same.



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

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

MADE ONLY BY

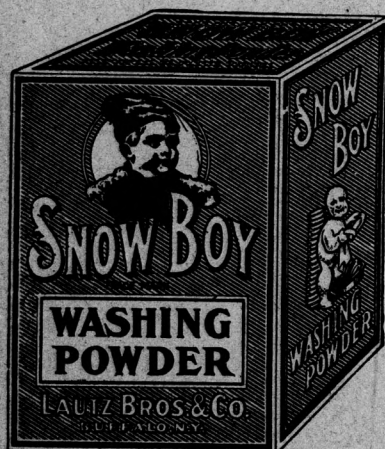
The Shredded Wheat Company  
NIAGARA FALLS, N. Y.

Wish Your Friends a  
**Happy New Year**  
over the  
**Citizens Telephone**

Direct Copper Metallic Long Distance  
Circuits

**Good Yeast**  
**Good Bread**  
**Good Health**

Sell Your Customers  
**FLEISCHMANN'S**  
**YEAST**



## SNOW BOY FREE!

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

25 boxes @ \$3.60—5 boxes FREE  
10 boxes @ 3.60—2 boxes FREE  
5 boxes @ 3.65—1 box FREE  
2½ boxes @ 3.75—¼ 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.

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

Yours very truly,  
**Lautz Bros. & Co.**



# MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 23, 1914

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## THE UNITED STATES ARMY.

There is a good deal of talk being indulged in these days about the United States army. In fact, the amount of talk has been out of proportion to the size of the army. Secretary Garrison has recently given out the figures and they do not make a very formidable array, comparatively speaking. Last June there were in all 4,701 officers and 87,781 men. Even this looks a good deal larger than it really is in promptly available forces. In this total are counted about 8,000 in the hospital corps and quartermaster's department. Out of the first number also must come 758 officers and 17,901 men who are engaged at the several coast defense stations. In the event of war they would be very much needed right there, and would be in an important position, but could not be moved around to any other field of operations. Then there are 1,088 officers and 18,434 men who belong to the so-called non-combatant branch, such as staff, recruiting duty, etc. When the forces in the possessions, such as the Philippines, are taken out of the total, it is shown that there are actually 1,495 officers and 29,405 men in this country.

Compared with the army of Germany, for example, this is but a handful. It is proper and pardonable to believe that man for man our army is better than any other, but that is a detail. Granting that one American can whip any other man in the world is not claiming that he can whip five or a dozen or a score of them all at once. Then there is the state militia under various names and of very widely varying grades of efficiency. Calling it all the National Guard and counting all the names enrolled gives a total of 8,323 officers and 119,087 men. Adding these to the regular army and the aggregate is still a little band contrasted with a real European army. All of it would at best constitute only a

skeleton, and there is no body of men who have had one or two or more years of training in the army and who could get back into fighting trim in a few weeks. This admitted and the meagerness of the outfit conceded, does not make a reason why this country cares or needs to vie with European nations in maintaining a great standing army at enormous annual expense. In the first place, the probability of war is very remote, and indeed the bare possibility does not amount to a probability at all. If the worst should happen, the skeleton of an army would soon take on sinew and muscle along with plenty of nerve. There is no call in this country for anything like Prussian militarism. Our people have seen its dan-

for Britain from disaffected Boers, East Indians, Egyptians, and Irishmen thus seem destined alike to complete disappointment. In the case of the Boers, this exemption is clearly to be ascribed to the broad-minded policy, probably without a parallel in like circumstances, adopted by the British liberal government soon after the war; and it is natural to ask the question whether the strong-arm policy in Egypt so confidently urged upon England by Col. Roosevelt on the occasion of his visit four years ago would not have had the effect of making her situation in the land of the Nile very different from what it is at the present juncture.

Every person, pro-German, pro-

## KINDLING THE CHRISTMAS FIRE.

When the year is old and the nights are bold  
And the earth is gray with the ash of care;  
When the world is rolled in a powdered cold  
And ice and fear are everywhere;  
Collect the moonbeams soft and shy,  
Catch a spark from the midnight sky,  
And faith from the days that cannot die;  
Gather the glow of the shining snow  
And glint of glittering spears that grow,  
And light of eyes that love and know  
The end of a story yet untold;  
And mingle with this blaze of gold  
The hope repentant sunbeams hold;  
And fragrant myths from foreign shore;  
And fan with songs of mystic lore;  
Heap customs quaint from days of yore  
Against the clog of moral dross,  
And to its flaming laughter toss  
The broken ends of gain and loss—  
And, then, when they sing like a throbbing string,  
As sweet as the strain of a sacred lyre;  
When a light they fling where the shadows cling,  
You have kindled again the Christmas fire!

Orville A. Petty in Independent.

gers and consequences too plainly at long distance to desire it to come any nearer.

A dispatch from Cape Town states that Gen. Botha has gone to his farm for a short vacation, the rebellion being, in his judgment, practically at an end. It did not require this announcement to satisfy the world at large that the troubles of the British government in that direction were over. The original insurrection, that led by Col. Maritz, collapsed at once; but for a short time it seemed not impossible that the later movement, headed by Gen. Beyers and Gen. De Wet, might prove formidable. Such did not, however, prove to be the case; and when, before long, these leaders were removed, the one by death and the other by capture, it was evident that the affair was virtually disposed of. The Germans' hopes of trouble

British, or pro-French, who loves the sea and its picturesqueness, will, we suspect regret to hear of the capture of the three officers and forty men of the cruiser Emden who were landed on Cocos Island. The minute they saw the fate of their ship they seized a schooner-yacht, hastily provisioned her, and set sail as literally for parts unknown to them as if they were breasting the seas on a westward course in the days of Drake. Let no one say that the day of steam and of dreadnaughts has robbed the sea of its romance. These men, suddenly transferred from the deck of a raiding cruiser to a peaceful sailing craft, know better. They had no captain and no admiral to boss them, no orders to obey or disobey, no dread of any admiralty to awe them. The freedom of the seas was theirs; to pounce unexpectedly upon whomsoever they could lure to their side, their

aim. They did so to the king's taste, for they captured all by themselves by stratagem a collier of the best-hated enemy, and upon it they further roamed the seas until a whole squadron of warships rounded them up. How Robert Louis Stevenson would have loved this tale, and how he would have told it! In warfare it takes us back three-quarters of a century at least to another day and another age. When the curtain of silence about the exploits of this thirty-seven day cruise is raised, there will be a narrative to challenge a Marryat or a Cooper.

Denmark is noted for the literacy of its people. The last census showed that seven out of every 1,000 in the United States were unable to read, but only one person in 1,000 in Denmark is unable to read and write. During the year 1911 only 370 Danish children out of a total of 260,000 failed to attend school. Education is compulsory there between the ages of 7 and 14, and the law is strictly enforced, those who disobey it being severely punished. The schools are run six days in the week and there are at least 246 school days in a year. The children at school wear slippers and the girls wear short bloomer-like skirts. Physical culture occupies an important place in the curriculum. The teacher ranks high socially and is a leader in church and state. Liberal salaries are paid and houses with pieces of land provided in addition.

Chicago's model policeman has resigned. He has never been reprimanded, never been before the trial board, never drank, and had made a good record in the capture of criminals. He retires to live on his income, for he was the wealthiest man on the force. His wealth was not acquired through "graft," but through real estate deals. He started by selling a piece of property for more than ten times what he paid for it. After that he bought and sold real estate until now he is worth more than \$100,000, and able to go to Florida to spend the winter.

The excellent treatise on Tea, published in the Tradesman last week, was read by Wm. Frederick Blake, manager of the tea department of the Judson Grocer Company, at the semi-annual meeting of the Michigan Wholesale Grocers' Association held at Detroit Dec. 10.

**Judson Grocer Company**  
The Pure Foods House  
COME IN



## THE PATHWAY TO PEACE.

### It Grows in Beauty With Every Sacrifice.

Happiness is a very simple matter after all. We see that most clearly at this time of year. The pathway to peace opens before us the instant we begin to think of others and grows in beauty with every sacrifice we make along the way. Of course everybody knows that, but it is always new because everybody is inclined to forget it. It is a sad truth that has been pictured in the lives of saints, and sinners, too, in all ages, and in all places, and among all peoples.

Have you never watched a man grow from sheer selfishness into altruism? Have you marked the strengthening of his spirit as he leaves self-interest behind? How tenderly he assuages the sorrows of others, how bravely he meets his own, how generous he is in victory, how calm in defeat, when once he has come to know the greater joy of putting into the world something that will last forever and ever instead of always grinding to get something out of it that moth and dust doth corrupt!

Let your creed, your color, or your flag be what they may, you cannot read into the human heart more than this—that self-sacrifice conquers the world; and for the very reason that self-sacrifice conquers self and the conquest of self is the fullness of love, and love is the beginning of all goodness, and goodness is God. Therefore whoever has love in his heart is possessed of the divine fire and will reveal God to His world.

Christianity has come to mean just that. None the less we have the paradox of many of those who are most concerned with the present and future of Christianity being the last to understand. They cling to the past. They cannot bring themselves to part with hell. Fear, punishment and prohibitions have been their stock in trade. Comparatively few of them now believe in the ancient and respectable savagery of hell-fire; but they cannot bring themselves to say so in the pulpit or the press. Without hell-fire they don't know how to scare people into heaven. Without hell-fire they are not quite sure what to say about heaven itself. They have not yet come to teach that the wages of sin is death here and now, slow death to the soul that loses, sin by sin, its capacity for enjoying goodness, and thereby its capacity for happiness. They are worried because many of the churches do not "draw" as well as most of the theaters. Now let them be comforted. The spirit of their Christ is leavening the whole lump of mankind as never before.

In politics a new party making its appeal in the name of the brotherhood of man and singing "Onward, Christian Soldiers" as its campaign hymn, polled more than one-third of the total Presidential vote in its first campaign, despite counteracting idiosyncrasies. In trade and commerce the cry is everywhere for honest goods and fair dealing. In science, crass materialism has made way for a rec-

ognition of spiritual values. In literature, the most powerful as well as the most popular books teach social betterment through the awakening of the individual to his full communal responsibilities. In philosophy, the idealists proclaim unchallenged the oneness of life and the rationality of the universe. Feminism, for all its aberrations is inspired by a passion for social progress. Eugenists plead for sound bodies and clean living. Penitentiaries are no longer tombs for the living, but schools for the reclaiming of potential citizens. Crime is studied as in part disease. Children are protected from delinquent parents. True philanthropy has turned from alms-giving to education and the finding of wholesome employment for the poor. Among the nations the statesmen plead for peace. Britain memorializes George Washington and the German government is rebuked by its own parliament for harshness to subject provinces. The whole earth is filled with the echoes of the new commandment—service. In that new commandment the Christian church herself must see the reflection of her own mandate to "love thy neighbor as thyself." And so Christian leaders, if they would be heard, in our times, will lay aside their threadbare dogmas of hate and fear and judgment and pray for the unity of Christendom and the life of Love Everlasting.

Let them indeed be comforted. As yet they see through a glass darkly. It is in the very nature of theology to move slowly—more slowly than the world which it interprets. Age can make conventions old and customs respectable; but age makes nothing sacrosanct. The old order changeth, bringing shock and grief to those who cherish it. But righteousness lives enshrined in many a human soul unversed in theology and untutored in a creed. The evils that we see to-day, are they not numerous and conspicuous because we see them in a finer vision of humanity? The ills of society, are they not so tormenting because we perceive more clearly than ever before what society should and could be? A purblind or a vicious people could not raise up ideals to lighten their footsteps, nor could they do what the American people are doing to-day to correct their own shortcomings. It is no indictment of the American people if they choose to work out their salvation in a new way, or by new methods. Freedom of thought and action is the very heart of democracy.

If the churches are not filled, it does not follow that we are not growing spiritually. Many a good man has gone regularly to church and obeyed the Ten Commandments, and died like Kipling's "Tomlinson," unqualified for either hell or heaven because he had never achieved anything either good or bad. There is something greater than obeying the Ten Commandments, salutary as they are. It is greater to serve humanity. Love alone can bring that to pass. Let us put Love first. Let us school ourselves betimes in "thou shalt" and all

our "thou shalt not" will find in us effortless obedience. "Seek ye first the kingdom of God and His righteousness, and all these things will be added unto you."

The kingdom of God, like human happiness, is also a very simple thing. It is peace and joy and gladness, and the pathway thereto grows in beauty with every sacrifice we make along the way. "Christianity," says one of the foremost of living philosophers, "refuses to separate the service of humanity from the service of God, or the service of God from the service of humanity." Herein is the true spirit of Christmas, because it is the true spirit of Christ, and it is quite as true every day in the year as on Christmas Day, and on week days as on Sundays. Now, this is the sum of the whole matter. H. M. Nimmo.

### What Some Michigan Cities Are Doing.

Written for the Tradesman.

The municipal electric light and power plant at Marquette is making money, the profits for October being above \$4,000, a gain of \$1,000 over the corresponding month of a year ago.

The Lansing Board of Education is taking drastic steps toward stamping out the use of cigarettes by boys of school age.

Architect J. N. Churchill, of Lansing, has been engaged by the Board of Education of that city to draw plans for the proposed Warner street school building.

Howell has outgrown its village clothes and is now a full-fledged city by a vote of three to one.

Lansing has voted to install the boulevard lights on Washington, Michigan and Franklin avenues.

Zones of quiet will be established around Borgess and Bronson hospitals at Kalamazoo.

The wire fence factories at Adrian are busy. The Peerless plant has been enlarged and both the Peerless and Monarch plants are running night and day.

Flint's new \$100,000 Y. M. C. A. building was formally opened to the public December 16.

Battle Creek's open air school has proven successful and the Board of Education has ordered two more schools opened.

Niles has secured a new industry, the Kromdyk Clutch Co., maker of an automobile clutch.

Berrien county has sold good roads bonds as follows: To O. A. D. Baldwin, of Bridgman, \$43,000; to the Benton Harbor State Bank, \$17,000.

Battle Creek has an enthusiastic Art Club and a public exhibition will be given during the second week of January.

The city of Albion realizes that its college is a valuable asset. It is estimated that this institution yields the city an annual net income of fully \$160,000. The value of such a school to any community from the moral and intellectual side cannot be computed in dollars and cents.

Saginaw will entertain State hardware dealers February 9-12. The main floor of the Auditorium will be used for exhibits and J. C. Roos, of Kala-

mazoo, who is in charge, states that nearly all the space has already been taken.

The knitting mills at Rochester are working night and day on European orders for socks and gloves.

A pure food show will be held in Jackson some time in February, under the auspices of the Jackson Retail Grocers' Association.

Ionia's new post office building has been completed.

The Bay City Board of Commerce will follow the example of other cities in regard to enforcement of the law relative to transient vendors and peddlers. The matter has been referred to the retail merchants' division of the board.

The city water department of Muskegon announces there are 2,700 meters now in use, 700 having been installed during the past summer. The city is now about one-half metered. Arrangements will be made soon to employ capable high school boys in reading meters.

Kalamazoo has laid four miles of lateral sanitary sewers, exclusive of the mile of 54 inch concrete sewer laid during the past year. This amount was laid under the annual bonding limit of \$25,000. The city also completed a mile and a half of storm sewers. About one-half of the 120 miles of city streets are now equipped with sanitary sewers.

Automobiles are not allowed to park for more than an hour in downtown districts of Detroit, the ordinance being aimed at so-called "curb hogs" who keep their cars standing in one place from morning until night.

Four hundred new houses have been built in Lansing since last March.

The last block works at Gaylord has a rush order from England for two carloads of its product, the first foreign order received since the war started. The plant will start operating at full capacity in January.

Menominee will soon have a new industry, the Jones-Bradley Co., manufacturers of potash. Contracts have been made with all the mills of Menominee and Marinette for wood ashes. The war is interfering with potash production in Germany and this industry is just beginning in this country. Almond Griffen.

Allegan Gazette: This is no time for the Pere Marquette Railway to ask the Legislature to permit it to increase its passenger rate to 3 cents or any other sum in excess of the present rate. That road is under an investigation which probably will show if it is honestly conducted, that the 2 cent rate of fare would provide enough money to pay dividends upon every cent of legitimate capitalization of the Pere Marquette. The people are in no mood to put up more cash to pay dividends on stocks and bonds fraudulently issued, no matter who may now be in possession of them. If there is no present recourse for the taxpayer from rascally financing of railway and other corporations, the Legislature would better provide one than put its seal of approval upon robbery of the public merely because such robbery has been perfected.



### Lansing Challenges the Mail Order Houses.

The business men of the city of Lansing have challenged the mail order houses of the country which have been selling wares in this city and Central Michigan and will fight them on their own vantage ground of prices.

This evening marks the opening of the first open warfare ever declared on the big foreign concerns which are piling up millions in profits at the expense of the home merchant and his patrons.

The Chamber of Commerce is at the head of the movement and invites every business man, every citizen of Lansing, to attend the meeting which will be held in their rooms tonight.

Lansing merchants are standing behind the organization with the guarantee that they will sell goods equal in quality to mail order offerings at at least the same price. To this they are able to add the advantages of showing goods and of immediate delivery.

Since the present movement was first given publicity a large number of buyers have entered Lansing stores with mail order catalogues under their arms and have compared mail order prices with the merchant's price. In every case it has been found that the merchant is selling at prices as low and even lower than that quoted by the foreign concern and that the quality and brand is the same or better.

If you are in the habit of buying of mail order houses and are contemplating placing an order, walk into Lansing mercantile establishments and compare prices. If the merchants cannot give you a better bargain, quality, service and price considered, or at least as good a bargain, as you can get at a mail order house no one will have any remarks to make if you send your money out of this territory.

Lansing means business. It is going to drive the mail order houses out of Central Michigan. It isn't going to appeal alone to your local pride and loyalty, it is going to appeal to your pocketbook and your sense of values. It is going to attempt to demonstrate to you, in actual dollars and cents, that you can buy to a better advantage in this city than of any mail order house in the country.—Lansing State Journal.

### Four Millions Proceeds From One Lecture.

Best-selling books are very well in their way, but they are not in the same class with the best-selling lecture, either in the amount of money earned or in the rarer quality of permanence. This lecture, now fifty-four years old, is, of course, Russell H. Conwell's "Acres of Diamonds." But it did not begin as "Acres of Diamonds." It was first announced as "Heroes at Home," and was delivered in schoolhouses, shortly after the execution of John Brown, as a mean of leading audiences to the buying of Redpath's biography. Having served its purpose

in this respect, it underwent an alteration of name to "Lessons on Travel," the new name being made to fit by the simple process of introducing as illustration of some point or other the "foolish fad for traveling in Europe before seeing America." But people found the lecture better than its name, and, with what an antiquarian would hail as a recrudescence of the spirit of improvisation by the folk, caught up the phrase "acres of diamonds," which for most of the time has formed part of the opening illustration of the lecture, and made it the title. Far from tiring of the subject, Dr. Conwell has given "Acres of Diamonds" as a course of three lectures, all that was necessary for this expansion being to add an acre or so of illustrations to the original stock. The four million dollars he has earned by it is not, however, quite a fair test of its economic possibilities, as he has long devoted the proceeds to Temple College, Philadelphia, a fact that gives it an extraneous interest.

### Bean Corner Attempted by Speculators.

Is there an attempt on foot to develop a bean corner? Such is the claim of the Joseph Campbell Co. of Camden, N. J., in a circular recently issued, from which the following is quoted:

"Presumably acting in concert, a Michigan elevator and a grain company of Cincinnati (not a bean packer or a regular bean buyer) have purchased a great many cars of beans and

stored them in Indianapolis, Cincinnati, Toledo and Pittsburg and New York, with the apparent idea of cornering the bean market. In the face of this tremendous buying, elevators in Michigan are loaded up with beans and have numerous cars on siding on which they are paying demurrage.

"Beans are being held off the market because of the constant reiteration of a rumor that there is to be a corner and we are to see \$3 per bushel and even \$5 per bushel beans after the turn of the year.

"The chief argument of food gamblers seems to be as follows: First, that the numerous United States Belgian Relief Committees will be obliged to purchase large quantities of beans in the American market to supply the starving women and children of Belgium; and, second, city and county authorities throughout this country will be obliged during the coming winter to set up numerous soup houses and purchase immense supplies of beans to feed those people who are unemployed."

### Scant All Around.

She—Women's clothes are going to be scantier than ever this winter.

He—Yes and so are their husband's bank accounts after paying for them.

### Judson Grocer Company

The Pure Foods House

COME IN

# Burnham, Stoeipel & Co.

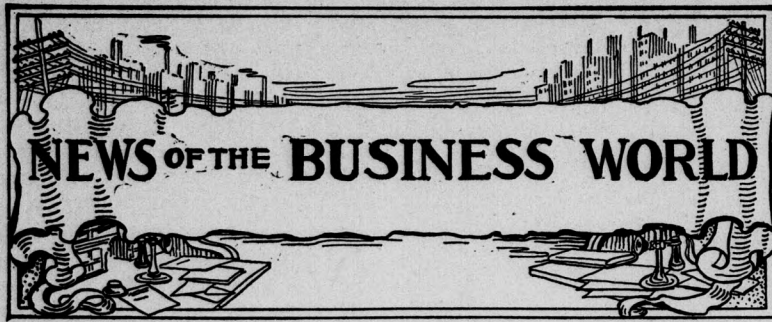
## Wholesale Dry Goods

## Detroit, Michigan

Wish to thank their many friends and customers for their patronage in the past and to extend to them the season's greetings. . . . .

Our establishment is located within a few moments' walk of the heart of the wholesale and retail districts. You are cordially invited to visit us when in Detroit.





### Movements of Merchants.

Coral—Albert Medler has engaged in the meat business.

Rusk—D. D. Meeusen succeeds Henry Colling in general trade.

Leisure—Charles Overhiser & Son succeed Andrew Letts in general trade.

Alpena—William Parriso has engaged in the meat business on Fourth street.

Detroit—The Wayne Belt Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Martin Hatlestad Co. has changed its name to the Martin Halsted Co.

Kalkaska—The Michigan Maple Syrup Co. has changed its name to the Kalkaska Syrup Co.

Detroit—The Bennett-Dickinson Co. has changed its name to Charles D. Bennett, Incorporated.

Muskegon—The Towner Hardware Co. has increased its capital stock from \$15,000 to \$75,000.

Eaton Rapids—W. Savage, of Charlotte, has opened a furniture repair and upholstering shop here.

Detroit—The Economy Gasoline and Oil Co. has increased its capital stock from \$1,800 to \$2,500.

Belding—H. A. Smith has sold his grocery stock to Thomas M. Bracken, who will continue the business.

South Haven—The South Haven Fruit Exchange has increased its capital stock from \$5,000 to \$10,000.

Dearborn—S. D. Lapham & Co., lumber, coal and coke dealer, has increased its capital stock from \$10,000 to \$50,000.

Kalamazoo—E. A. Dunwell has opened a grocery store at 747 West Main street in connection with his drug store.

Plainwell—James Little has sold his restaurant and will open a second-hand store and auction room January 1.

Kalamazoo—C. A. Baker, pioneer grocer, died at his home December 20, following an illness of nearly two years.

Hart—J. C. Hasley, who formerly conducted a flour, coal and cement business at Maybee, has succeeded the Gurney Milling Co.

Holland—Fire damaged the Nienhuis & Knoll meat market at 212 West Fourteenth street to the extent of \$1,000 December 21.

Luther—A. J. Chubbuck, who recently engaged in the auto repair business, is again starting in business along the same lines.

Belding—Smith Crankshaw, formerly engaged in trade at Fenwick, will open a grocery store in the Theresa Lapham block Dec. 26.

Jackson—Wright & Tyler, dealers in furniture at 118 West Cortland street have opened a branch store at 118 East Cortland street.

Reading—Jacob C. Neufang, dealer in groceries and shoes, has filed a petition in bankruptcy. Liabilities \$9,744.97 and assets \$9,373.16.

Sparta—S. L. Smith, the second hand goods and junk dealer, is reported to have left town suddenly. His present address is unknown.

Battle Creek—The George Klemo & Son Candy Co., 62 East Main street, has opened a wholesale department in connection with its retail business.

Frankfort—E. Z. Guild & Co. have closed out their variety stock and have removed to Ovid, where Mr. Guild has engaged in business.

Battle Creek—Frank Gould has sold his meat stock to William Pritchard, who will continue the business at the same location, 407 Maple street.

Scottville—Bobian Bros., merchant tailors, have engaged in business recently. They formerly conducted a business of this kind at Manistee.

Mass—Thieves entered the L. J. Maloney & Co. general store Dec. 15 and carried away merchandise to the amount of several hundred dollars.

Montgomery—The Tri-State Corporation Association, co-operative mercantile business, has been incorporated with an authorized capital stock of \$10,000.

Dowagiac—Mat Carlisle has sold his interest in the Smith & Carlisle grocery stock to Bart Foley and the business will be continued under the style of Smith & Foley.

Allegan—Frank Stratton has sold his interest in the Beery & Stratton grocery stock to Martin Akom and Fred Durand, who will take possession January 1.

Pierson—Charles J. Schmidt has traded his farm to E. E. Weed for his store building and stock of general merchandise and will take possession January 1.

Grand Haven—John Verkuyt succeeds Verkuyt & VanHemert in the fruit and vegetable business at 705 Washington street, having taken over the interest of his partner.

Muskegon—Joseph Seng, wholesale fruit and vegetable dealer on Clay avenue, has filed a voluntary petition in bankruptcy. Liabilities \$6,000, with practically no assets.

St. Joseph—J. Davidson and Harry Stines have formed a copartnership and engaged in the confectionery business in the Wells block under the style of the D. & S. candy store.

Hanover—Fire destroyed the John Muss store building and grocery stock and the Alex Gillespie store building and shoe stock Dec. 18, entailing a loss of at least \$20,000.

Cheboygan—Schwartz Bros. & Co. Boiler Works has been incorporated

with an authorized capital stock of \$9,000, all of which has been incorporated and paid in in property.

Saginaw—The Monarch Chemical Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed, \$20 paid in in cash and \$980 in property.

Peck—M. R. Cole, who has conducted a jewelry store and photograph studio here for several years, has purchased the Joseph McClellan store building, fixtures and meat stock. Consideration, \$3,200.

Jackson—Fire damaged the E. C. Green & Co. stock of clothing and men's furnishing goods on North Mechanic street to the extent of about \$9,000. The loss was covered by insurance.

Flint—Lewis & Co. has been incorporated with an authorized capital stock of \$1,100, all of which has been subscribed and paid in in cash. This concern will engage in the retail meat business.

Marquette—At a meeting of the creditors in the bankruptcy proceedings against Nathan Forgostein, dealer in men's furnishing goods, clothing and shoes, John Robertson was appointed trustee.

Kalamazoo—Joldersma & Brockie, undertakers at 738 Portage street, have dissolved partnership and the business will be continued by John H. Joldersma, who has taken over the interest of his partner.

Lansing—Walter D. Sabin, of W. D. Sabin & Son, hardware dealers at 214 South Washington avenue, died at his home Dec. 15 from asthma. Mr. Sabin had been actively engaged in the hardware business here for the past forty years.

Jackson—C. W. Wyckoff and H. W. Purdy have formed a copartnership under the style of Wyckoff & Purdy and erected a store building at Vandercook lake which they will occupy with a stock of general merchandise December 26.

Carsonville—C. C. McGregor & Sons have merged their business into a corporation under the same style with an authorized capital stock of \$8,500, all of which has been subscribed and paid in in cash. They will conduct a general mercantile business.

Petoskey—L. N. Overholt & Co. have purchased the store building at the corner of East Mitchell street and will occupy it with a wholesale bakery. The grocery stock will be closed out and the entire attention of the company devoted to the bakery business.

Eau Claire—H. H. Hoadley, coal, wood and vehicle dealer, has sold a half interest in his vehicle stock to J. L. Inman and the business will be continued under the style of Hoadley & Inman. A stock of agricultural implements has been added.

Detroit—The Flota Mica Sales Co. has been incorporated with an authorized capital stock of \$4,000, of which amount \$3,000 has been subscribed, \$725 paid in in cash and \$1,500 in property. This concern will engage in the sale of dry lubricants.

Hastings—The Hastings Sporting Goods Works has been incorporated with an authorized capital stock of \$10,000, all of which has been subscrib-

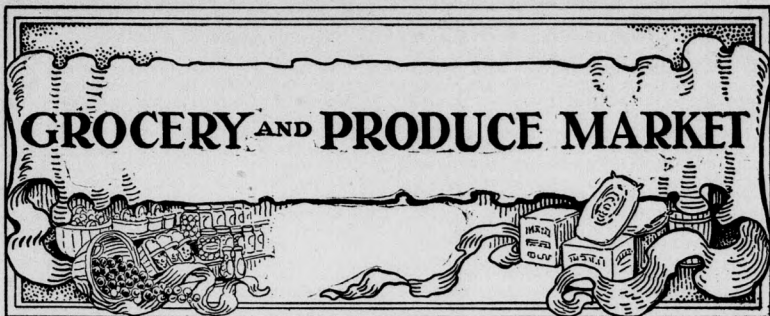
ed and \$6,000 paid in in property. This concern will engage in the manufacture and sale of sporting goods.

Owosso—J. B. Evans, who has conducted a bicycle repair shop on the west side for a numbers of years, has leased the store building at 902 West Main street and will occupy it with a stock of hardware, paints and oils in connection with his repair outfit.

Detroit—The McLean Heames Co. has been incorporated with an authorized capital stock of \$25,000, \$15,000 common and \$10,000 preferred, all of which has been subscribed and \$20 paid in in cash and \$9,980 in property. This concern will operate a machine shop.

Arthur B. Hansen, who has been connected with the local office of R. G. Dun & Co. for the past twenty-five years, beginning as office boy and working up gradually to the positions of reporter, chief clerk and solicitor, has been promoted to the position of manager. Mr. Hansen has certainly earned his promotion and will acquit himself well in his new position, if he is not handicapped, as all of his numerous predecessors have been, by the unfortunate environment surrounding the Dun agency in this State. Instead of according its local representatives full authority to act independently in their respective fields, so that they may be something more than mere office boys, Grand Rapids and the other Michigan agencies are seriously hampered in their usefulness by being managed from Detroit. Long distant management has never proved satisfactory in any avenue of business, and this is especially true of the agency business, which should be conducted with a view to serving the interests of the patrons well and faithfully, which cannot be done where the minutest details are subject to the whim and caprice of an official located hundred or more miles distant. As a result of this most peculiar and unfortunate condition, which is arbitrarily maintained by the Dun agency despite the persistent and long-repeated protests of its patrons, the work of the Grand Rapids office is thoroughly demoralized. The company has had four different managers here during the past year or so, all of whom proved unsatisfactory to the Detroit office. Many of the customers of the agency are discouraged and dissatisfied and some of them are threatening Dun & Co. with suit to enforce compliance of contract. Others have appealed to the National Credit Men's Association for assistance in bringing about an improvement in the service, which has declined in value and accuracy as the rates of the agency have increased. Mr. Hansen is conversant with all these troubles and can probably straighten them out in good shape and re-establish the agency in the estimation of its patrons, providing he is given a free hand to adjust the differences in an honorable and equitable manner. Will Dun & Co. accord him leeway to do this or will the present arbitrary, narrow minded and utterly unbusiness like policy be continued?





### 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. Reports at receiving points in the South are to the effect that boat arrivals from the producing districts are uncertain because of interrupted schedules from one cause or another. For a week nobody has been able to depend on banana receipts. Trade is beginning to be a little uneasy over the situation.

**Beets**—60c per bu.

**Brussels Sprouts**—20c per qt. box.

**Butter**—The market is firm on all grades at present prices. There is a good consumptive demand. The make is short, as usual at this season, and considerable butter is coming out of storage. A continued good demand is looked for at probably about the present prices. If there is any change it will likely be a slight advance on all grades. Fancy creamery is quoted at 33c in tubs and 34@35c in prints. Local dealers pay 27c for No. 1 dairy, 16@20c for packing stock.

**Cabbage**—50c per bu.

**Celery**—\$1 per box of 3 to 4 doz.

**Celery Cabbage**—\$2.50 per dozen packages.

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

**Cranberries**—Cape Cod Late Howes are in steady demand at \$6.50 per bbl. Spot stocks are getting cleaned up as the holiday season approaches. An explanation of the situation is that many jobbers had nearly enough of the berries in stock to run through, so did not wish to take on new stock just before the holidays, after which it is expected the demand will taper off for a time. Prices stand as they were.

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

**Eggs**—Fresh continue very scarce and the receipts are readily absorbed by the consumptive demand on arrival. Storage eggs are firm at an advance of 1c per dozen, owing to the demand. Future prices of storage eggs depend on the weather and its effect on the production of fresh. Stocks are ample. Not much advance is expected, however. Local dealers pay 32c for case count and 34c for large candled stock.

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

**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 1/2s. for red and yellow and \$1.75 for white; Spanish, \$1.50 per crate.

**Oranges**—California Navels have declined to \$3 per box for all sizes. 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 has been slow. Cold weather has shut off shipments. Just now the market is looking to the South for orders for seed stock, which the purchasers are demanding at low prices. Local dealers hold at 35@40c. Country buyers are paying 24@27c.

**Poultry**—The market is steady and receipts are about normal, as before. The demand is quiet and there is no trouble selling what is coming in. Local dealers pay 8@10c for springs and fowls; 6c for old roosters; 10c for geese; 10c for ducks; 12@15c for No. 1 turkeys and 10c for old toms. These prices are 2c a pound more than live weight.

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

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

**Sweet Potatoes**—Kiln dried Delawares command \$1.75 per hamper.

**Turnips**—50c per bu.

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

It is announced that the Michigan Miller Potato Co. is soon to be incorporated to succeed the business of the H. Elmer Moseley Co. The new corporation, it is said, will practically be controlled by the Albert Miller Co., of Chicago.

Harry P. Winchester, Secretary of the Worden Grocer Co., returned to his desk Monday after an enforced absence of over two weeks by reason of his Ford coming in contact with a street car. He is now as good as ever.

The Progress Co., located at Monroe avenue and Market street, has been started by Norman Ohl, who for some time has been employed as a clerk in West's drug store.

Mrs. Minnie Wiemer, formerly of Ludington, has leased the motion picture theater at Madison Square, and will personally manage the business.

### The Grocery Market.

**Sugar**—All of the New York refiners except Arbuckle have advanced their quotations on granulated to 4.95c, but all are accepting orders on the old 4.85c basis. Michigan granulated is steady at 5c. Trade is light, as most distributors have needs covered until the first of January and after that date the inventories will keep the demand light for another week. Some improvement is noted in the foreign enquiry and France bought this week to round out cargoes. Should Europe enter the market actively the situation could quickly change, but the domestic trade will probably take its cue from the action of the raw market.

**Tea**—Market continues strong, although the general trade is quiet. Heavy shipments of Congous to London have caused more strength in blacks and further advances are looked for. Stocks are very light in this country, but with very little disposition to buy except for immediate wants. Low and medium grade Japans are scarce and high in comparison with last year.

**Coffee**—Rio and Santos grades are stronger on account of better financial arrangements having been made in Brazil, but nevertheless, the market shows very little strength, and on all grades of Rio and Santos it is still a buyer's market. Mild coffees are also very dull and weakish rather than strong. Java and Mocha are unchanged and quiet.

**Canned Fruits**—Shipments of California goods have been large, but the demand seems to be equal to the supply and the tone of the market is firm. Offerings from the first hands in the South and Middle West are light, as there is comparatively little stock left and the market on goods from those quarters are firm. No. 10 apples are dull and prices are nominal, although on the best goods of state packing the tone is somewhat firmer.

**Canned Vegetables**—Tomatoes are unchanged from last week. Prices are steady and the demand is quiet. Cheap peas are said to be getting into small compass. String beans of standard grade are offered sparingly and while prices are not quotably higher the feeling is strong and the trend is upward. Corn in the fancy goods is sparingly offered for prompt delivery. The market is strong, but prices show no appreciable change. There is a fair demand for spinach at the present low quotations.

**Canned Fish**—In sardines, domestic or imported, offerings are light and the market is firm, although the demand is rather slow. Salmon is dull but steady. Lobster prices favor the buyer owing to the curtailment of the export outlet on account of the war. Crab meat is in steady demand at the prices as quoted. Oysters are dull and easy. For tuna fish there is a good demand and the market is steady on the basis of the quoted prices.

**Dried Fruits**—In apricots and peaches the movement on orders from the trade in this section is slow, but the market is steady to firm on the Coast. Raisins are going rather slowly into consumption here, but as there is no pressure to sell and as demand

from other quarters is fair prices are maintained. The spot market is dull but firm. Reports from the Coast indicate that there is no disposition on the part of sellers to shade present market quotations. Although the spot market for currants is quiet, a firm feeling prevails in sympathy with advices from Greece. The market for Smyrna figs is firm but not quotably higher. Dates are strong and prices are in favor of sellers.

**Rice**—The strength in the South keeps prices firm, and it is hard to replace supplies except at substantial advances. New Orleans has been shipping cheaper grades to the West Indies and South America, which relieves the danger of pressure from the new crop movement.

**Cheese**—The demand is light, as is usual for the season. Stocks in storage are about normal for the season, but the average quality is better than usual. The factories are now closed and conditions will probably not change until after the first of the year, when a better demand will ensue.

**Provisions**—All cuts of smoked meats are steady and unchanged, with a seasonable demand reported for everything. Pure lard is firm at an advance of 1/4c. Compound lard is also firm, with an upward tendency. The advance, however, will probably be slight. Barrel pork, dried beef and canned meats are all unchanged, with a very light demand.

**Salt Fish**—Mackerel are very dull and prices are about unchanged. There will be practically no business in them until after the first of the year. This includes all grades. Cod, hake and haddock in fair demand at unchanged prices.

H. M. Joyce & Co. have changed its corporate style to the Grand Rapids Custom Shirt Co. No other change is announced in the corporation.

Wm. B. Holden, Manager of the Grand Rapids Dry Goods Co., is spending Christmas in Chicago. He is accompanied by his wife.

The firm of J. C. Dutmers & Son has succeeded J. C. Dutmers as proprietor of drug stores at 35 and 648 South Division avenue.

J. Stehouwer & Son, 1746 Center street, have been succeeded in the grocery business by Stehouwer Bros.

J. W. Scheufler has succeeded to the business of the Grand Rapids Creamery Co., at 1114 Alpine avenue.

P. Duoyff has succeeded W. Gerraad in the grocery business at 725 Spencer street.

Alex Rusinski has started in the grocery business at 650 Seventh street.

Chicora—John Engles has engaged in general trade here.

**Judson Grocer Company**  
The Pure Foods House  
COME IN



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Dec. 22.—A thought for Christmas day: Laughing cheerfulness throws sunlight on all the paths of life—Jean Paul Richter.

Learn one thing each week about Detroit: One factory manufacturing brooms uses sixty carloads of broom corn in the manufacture of 360,000 brooms yearly, or about 1,200 each working day.

Detroit merchants claim all records for shopping crowds and volume of business were broken during the past week. The tired clerks and store attaches are ready to back the first statement at least.

E. A. Stowe, editor of the Tradesman, accompanied by his bride and a broad smile of contentment, was a Detroit business visitor last week.

The American Paint and Glass Co., owing to increasing business, is again forced to move into larger quarters for the third time since its organization seventeen years ago. The company has moved from its old location at 30 Cadillac square to the Cass building at 129-131 West Fort street. The new location is ideal and the rooms are modern in every way. J. A. Rippler is the manager of the company, which does a general paint and varnish business, besides being Michigan distributors for the Masury paints and varnishes.

Nothing is impossible in this day and age. Pittsburg aldermen have cut their own salaries as a measure of economy. A. F. Dittman, of Adair, was in Detroit on a flying business trip in the interests of his general store last week.

If it wasn't for this page, Milton Steindler wouldn't have so much to write about.

Members of the Eastern, New England and Central sales divisions of the Detroit White Lead Works held their annual convention in the Cadillac Hotel Sunday. The year's business and prospects for the next year's business, as well as many different matters of interest, were discussed. The company claims an advance for the eleven months of 1914 over the corresponding period last year.

L. M. Steward, who had Thomas Walsh, general merchant of Bay City, arrested for assault, is desirous of hearing from traveling men who have received rough treatment at the hands of Mr. Walsh. Mr. Steward is representative for the Postum Cereal Co., of Battle Creek, and is a young man of unquestioned integrity. He claims that he will undoubtedly have a fight on his hands to have Mr. Walsh convicted, as he is very strong, politically, in Bay City. Mr. Steward received as the result of the alleged assault a badly injured face and a broken nose. He was knocked, according to reports, unconscious for several minutes. Steps will be taken to insure Mr. Steward an impartial trial. Anyone who can and is willing to help him can reach him by writing care of the Postum Co., Battle Creek. The trial has been set for Jan. 5.

Orling Bros., sausage manufacturers, have let the contract for an addition to their brick factory building at Elmwood and Heidelberg avenues.

Mr. Baxter, manager of G. W. Beck's drug store at Durand, was in Detroit on a business trip last week.

The English government furnished all or nearly all of their soldiers with plum puddings, as if they were not suffering enough as it is.

The Calvert Lithographing Co. gave a complimentary banquet to 300 employees and friends at the Hotel Tullar Saturday evening, after which followed an entertainment given by the employees. The entertainment wound up with a programme of dances in the roof garden dance hall.

E. B. Finch, identified with the automobile industry since its inception, having been connected with some of the leading manufacturers, has been engaged as general sales manager of the Standard Motor Truck Co., of this city, and will also act as assistant to A. Fisher, the President. The Standard Co. has not felt the weight of depressed conditions; in fact, the factory has been running to full capacity. A night force has been working for some time as well as a day force.

G. J. Johnson, well known Grand Rapids cigar manufacturer, accompanied by his wife, was in Detroit last week on a combined business and pleasure trip.

By the way, in mentioning a trip to Detroit the word "pleasure" is really superfluous. A visit to Detroit always signifies a pleasure trip.

Berry Bros., Inc., one of the largest varnish manufacturers in the country, has added a new addition to its factory at Wight and Leib streets. The building is of reinforced concrete construction, three stories high and covers an area of 52 x 90 feet.

Mr. Dudley, of Dudley Bros., Armada, pioneer merchants of that place, was in the city on business last week.

Gus Boers, after several years in the same location at 2286 Fort street, west, has had the building entirely remodeled and a new lighting and heating plant installed. Mr. Boers conducts a dry goods and furnishing goods store and has been

very successful. In no small measure is Mr. Boers' wife responsible for the success.

Our friends never lie when they say good things about us.

Charles Pieczul has opened a dry goods and furnishing goods store at 2154 Joseph Campau avenue in a building purchased and remodeled by himself.

John I. Gibson, of the Western Michigan Development Bureau, spoke to the members of the Board of Commerce at a noon luncheon last Friday. Among other things of interest, (and everything John Gibson says is interesting) that he told the members was just what he thought of certain remarks passed by our State pure food commissioner, James Helme and just because John Gibson said so, we believe Mr. Helme is in wrong—at least with John Gibson himself.

Haven't any Flying Rollers in this section, but we've seen a few High Rollers who carry grips and expense books.

Thieves broke into the store of Saifer Brothers at 519 Hastings street last Friday night and stole silks valued at \$500 from the stock.

For trying to impersonate Angus Pennefather one night last week, George Sadler was severely rebuked and narrowly escaped ejection into the street. We believe that instead of Mr. Sadler being rebuked for impersonating A. P. he should be given the rest cure until he recovers.

"Cigarette Law Invalid," read the headlines in some of the daily papers last week. Same thing with the smokers if they use enough of them say we.

The Acme White Lead and Color Works has leased the four-story building at 28-30 Cadillac square for a term of twenty-five years. The building has a frontage of 40 feet.

The McDiarmid Candy Co. has leased the three story brick building at 17 John R. street for a period of twenty-five years.

Our idea of nothing to invest in are Pere Marquette bonds.

At a meeting of the legislative and executive committees of the United Commercial Travelers, held in Detroit last Saturday, one of the most important matters that called their attention was the organization of a systematic campaign to combat the proposed movement of the railroads of this State for a repeal of the two-cent passenger fare law. Another important matter discussed was the framing of an act to permit traveling men and students to vote while away from home. Already authority for such an act has been granted at the fall elections, the purpose being to enact some kind of an act to set the law in operation. Hotel inspection work was discussed and amendments to the law will probably be asked for. More stringent laws governing hotel fire escapes will be asked. All in all, the committees acquitted themselves nobly and are working hard for the accomplishment of laws that will make the life of a traveling man a more pleasant and safer calling. The U. C. T. should be proud of the present executive and legislative committees. Jim Hammell, who is a member of the latter committee, is peculiarly fitted by his position as Chief Clerk of the State Labor Commission to aid the traveling men in many ways—and one has yet to be seen or heard of who ever heard of Mr. Hammell reneging on any job.

J. J. Mercer, Flint druggist, was in Detroit last week on a business trip.

Russia had its Mendel Beiliss. The United States has its Leo Frank. We wonder what they think of the United States over in Russia.

Fire broke out in the building occupied by the Addeman Wall Paper Co., at 21-23 Washington boulevard, Dec. 15, causing damage to stock and fixtures amounting to \$400. The fire started on the third floor and the damage was caused by water breaking through the ceiling of the first floor.

New York may give auto speed permits to physicians. We might suggest that extra death certificates be attached to the permits.

W. J. Hunter is now occupying his new store at Dix avenue, next door to the location he has occupied for the past few years. Mr. Hunter carries a stock of dry goods and men's and ladies' furnishing goods.

E. R. Collar, well known pioneer dry goods merchant of Lowell, was in the city on business last week.

On the other hand, we can not blame Milton Steindler for chastising us for sobbing at hard hearted Editor Stowe's refusal to allow traveling men's poetry to be printed in the Tradesman. After seeing some of the stuff that he allows traveling men to have displayed on the pages we should, indeed, be satisfied.

B. C. Kellogg & Co., wholesale milliners, who have been located at 179 Jefferson avenue ever since the organization of the concern, have leased the two upper floors of the three-story building at 72 Library avenue, a few moments' walk from the heart of the city. The building will be remodeled, after which the Kellogg Co. will move in. The company has long needed larger quarters and they will now be in a better position to handle their trade and display their goods.

Once upon a time a correspondent who

signed his name as Spurgeon moved to Ann Arbor, but promised occasionally to write a stray column or so. We at least would be gratified and delighted if we really knew that his business had grown so as to demand his entire attention. To Spurgeon we extend the best wishes of the season.

H. M. Sproule, formerly in the grocery business exclusively, has purchased the F. J. Jolly and Ella Bacon stocks of dry goods and with the addition of many new goods has combined the stocks and will conduct a dry goods store at 160 Canton avenue. He will continue his grocery business.

R. B. Honey, druggist at Dexter, was a Detroit business visitor last week.

"Mike" Helperin, representing Briede & Rogovsky, clothing manufacturers at 119-123 South Market street, Chicago, spent the greater part of last week in Detroit on business. Like many natives of Chicago, Mr. Helperin was astonished to find that Detroit had street cars, opera houses and crossing policemen. To complicate matters more, like the majority of native Chicagoans who believe there is but one city in the world our red headed friend was obliged to carry a compass, chart and a pair of double lens glasses in order that he find his hotel at night. Before leaving for the city of police scandals "Mike" did announce grudgingly that "he guessed Detroit was some city after all."

Pneumatic boxing gloves have been invented by a Philadelphia sporting man. Well, the boxers will have plenty of nice warm air to fill them with anyway.

One of the most important business deals to be announced for some time was that of the Kern department store acquiring the lease of the ten-story Weber building in the rear of its store at the corner of State street and Woodward avenue. The Weber building, now occupied by the H. C. Weber Hardware Co., faces on State street. The present six-story Kern building has a floor space of 36,000 feet. The new building will add 46,200 more feet and a bridge will be built over the alley connecting the different floors of the buildings. The new store will be entirely remodeled as soon as the building is taken over on Feb. 1. Both buildings will be equipped with modern fixtures and the size of the departments will be doubled. Every piece of goods, according to Mr. Kern, will be under glass. Ernest C. Kern is President and Otto Kern is Secretary and Treasurer of the concern. The Weber Hardware Co. has not announced where it will locate.

Walter Shaw, former Detroit, at one time department manager for Edson, Moore & Co. and now a merchant at St. Clair, was a Detroit business visitor last week. Mr. Shaw conducts an up-to-date department store and in the three years that he has been located in St. Clair has been very successful, which will prove pleasing news to his many friends in Detroit.

After watching the clerks trying to wait on the mobs who invaded the department stores last Saturday, we believe they can now sympathize with the soldiers in the trenches in Europe.

Edwin A. Walton, for the past three years with the Timken Axle Co. in the capacity of advertising manager, has resigned to accept a similar position with the Burroughs Adding Machine Co. He will assume his new duties the first of the year. Mr. Walton was formerly connected with the Burroughs Co., acting as assistant to E. St. Elmo Lewis.

Michael Cassidy, clothing and men's furnishing goods dealer at Adrian, was in Detroit on a business trip last week.

C. P. Well, formerly of Cleveland, where he was engaged in the wholesale plumbing business, has leased the store at 109 John R. street, in the new Mack building, to be used as a wholesale plumbing specialty depot.

Mrs. Hannah Frohlich, widow of Simon Frohlich, founder of the Frohlich Paint and Glass Co., died at her home in this city Wednesday, Dec. 16, after a long illness. She was 73 years old and had lived in Detroit for thirty-five years. A son Edward who survives, is President of the Frohlich Paint and Glass Co.

Fire in the Detroit Oval Manufacturing Co. plant, manufacturer of picture frames, completely destroyed the plant Dec. 15, causing a loss to the company of \$25,000. The building was also a total loss, but was not owned by the company. The loss was partially covered by insurance.

The Gordon-Pagel Baking Co. will erect a new factory on Cleveland street, work to begin at once.

Elmer Brevitz (Burnham, Stoepel & Co.) fell from a moving street car last Saturday night, badly injuring one of his trouser legs.

Seitner Bros., well known Michigan merchants with large department stores in Flint, Saginaw, and Bay City, have purchased the Kinney Bros. department store, one of the largest in Canton, Ohio, and will take charge of the business March 1. To give an idea of the size of the Canton plant, the building has twenty full size store fronts. David Seitner, now managing the Flint store, will take charge of the Canton store, while Morris Seitner, who has just recovered from a

long siege of sickness and has charge of the Bay City store, will take charge of the Flint business.

Frank Hutchinson, representative for A. Kroll & Co., has purchased a beautiful new home on Atkinson avenue. Still A. Kroll & Co. must be satisfied with Frank's expense account, as he has been with the firm for over twenty years.

Mertz Bros., of Saginaw, are building a large modern hotel next to the M. C. depot in that city.

Of all the inventions to date we have still to hear of some one inventing a non-collapsible story for married men.

At the meeting of the Michigan Hotel Men's Association in Detroit it was decided to strictly obey and observe the law. Them's kind words, hotel men. The following officers were chosen for the ensuing year: E. C. Puffer, Flint, President; Walter J. Hodges, Kalamazoo, Vice-President; L. S. Pearson, Albion, Secretary; Charles H. Clements, Detroit, Treasurer.

C. Eder, general merchant of South Rockwood, was in Detroit looking after the interests of his store last week.

At last our worry is over—we received as valuable presents from our friends and relatives as we sent—even from our mother-in-law.

Among the local jobbing houses, so far as can be learned, very few changes are to be made in the personnel of the traveling salesmen. However, to the casual observer it would seem rather a hard proposition to improve on the average representatives from Detroit—ourselves excluded, of course.

Robinson Bros., cigar dealers, with stores in different parts of the city, have leased the two-story double store at the corner of Gratiot avenue and Raynor street.

The Duchess of Connaught made every Canadian soldier a present of a piece of maple sugar. Yet we hear people decry the hardships of the soldiers.

Salesmen from all parts of the country of the Detroit Vapor Stove Co. met in Detroit the first three days of the week and enjoyed a series of entertainments, a banquet and theater part, as well as gaining much valuable information from salesmanager A. G. Sherman, who was recently appointed to that position. The representatives made their headquarters at the factory.

Fire in the building occupied by the National Cash Register Co. as a showroom at 79 Woodward avenue caused damage approximating \$12,000 before being subdued last Sunday morning. The losses were divided as follows: National Cash Register Co., \$7,000; Iris studio, \$2,000; Quail Sign Co., \$1,000, while the building itself was damaged to the extent of \$2,000.

One year ago we ended our columns just like this—

A Merry Christmas to All!

James M. Goldstein.

## The Hope of Peace.

The one hope of peace for this world, the one hope of keeping our boys from being slaughtered when they reach manhood, lies in an organization of the world after this war and the gradual disarmament of all nations.

Belgium, to defend her promises, has braved an immensely superior force and her fame will ring down the ages. Our forefathers defied a stronger power for the sake of an ideal freedom. Are not the American people great enough to brave imaginary dangers and lessen their armed forces to further the ideal of peace—of a real peace based on organization? Or are we to banish the use of our brains when it comes to the question of bringing about peace, lay down all will power, say war has always been, universal peace is hopeless, and prostitute the use of our brains and dedicate them solely to the god of War!

With the awful example of Prussian militarism before our eyes, the sickening, unnecessary, silly hell in Europe, where every bullet and cannon-ball purchased in the name of the preservation of the peace is now being buried in human flesh, are we to blindly rush into the same maelstrom? Mrs. A. M. Burt.

There are times when the truth is about as inspiring as a cold fried egg.



### When Johnny Came Home—A New Year's Episode.

Written for the Tradesman.

It was about the middle period of the Civil War that Johnny Byers came home. He was one of the first to enlist when Abraham Lincoln called for men to put down the rebellion.

Johnny had been in the employ of a lumber firm, was intelligent and every whit the soldier as he stepped forth in his new suit of army blue. At least little Desire Parker thought so, watching him with admiring, tear-dimmed eyes as he strode down the road on his way to join his regiment at Grand Rapids.

It was a forty mile walk, yet Johnny was equal to the task. He realized that he was soon to enter upon a life of hardship in defense of the Union so thought nothing of this first journey.

The regiment had departed for the South when the soldier boy reached the city, but in those days it was a soldier's duty to follow his regiment, which Johnny did, joining the command down in Tennessee. All was not sugar and sunshine for the newly enlisted man. The young fellow had friends in plenty, yet there were those who sneered when he enlisted, not failing to ask why he had joined the "Lincoln hirelings to free the nigger."

Johnny did not mind these sneering remarks. He knew that his country called him and he went cheerfully to do his duty. He left a few stanch friends behind, among them none more stanch than Desire Parker, the Methodist parson's daughter.

It was at Perryville that Johnny Byers fell mortally wounded; at any rate such was the report that filtered North and got into the newspapers. Of course the report was not true else this screed would not be written.

Johnny came home leaving his good right arm buried in Southern soil. His first appearance before his many friends was at a public dance, a New Year's ball, where the elite of the backwoods congregated to do justice to the music of a cracked fiddle and home-made dulcimer.

It was here that Desire met Johnny for the first time since the day he walked away from home to join his regiment. And Desire was here at the ball with Jack Kromer, the man who had quized Johnny about

his going to fight in a "nigger war." "So the cuss came back after all," whispered Kromer to his partner in the quadrille. "I wonder if he thinks the folks here care much for a one-armed nigger lover like him!"

This remark was afterward carried to Johnny, who was dancing with Mrs. Stanley Middleton, his one time employer's wife, a good woman who stood bravely by Johnny in his determination to become a soldier.

A compression of the lips, a deeper flashing of the eye alone told what the returned soldier felt. Seating his partner at the end of the quadrille, Johnny stepped across the floor and spoke to Miss Parker. It was their first meeting since his return. They chatted pleasantly while big Jack Kromer went out to where the jug was concealed behind the stable.

A long pull at the "cow's mouth" fired the logger with new courage. When he returned to the ballroom Johnny was still talking with his girl. Jack at once interfered, whirling the soldier aside with a yank at his shoulder that sent him spinning.

"Now then I reckon you'll keep yer place!" swore big Jack, facing the one armed bluecoat with a scowl. Naturally this led to trouble of a serious nature. Big Jack stormed more fiercely than ever when he saw that Johnny was not disposed to take a back seat. In fact the fellow twitted him of his lowdown occupation of fighting for "niggers."

This was the last straw.

Mrs. Middleton cried "Shame!" as did others; she caught the arm of her boy soldier, trying to call him off, but it did not work. Johnny was very angry. His face went white, then flushed a dangerous red as he faced his insulter. "It isn't for myself," he voiced across drawn lips, "but to be called a nigger stealer by a cowardly copperhead is an insult to the whole Union army!"

And then it began—war to the knife and the knife to the hilt. I was not present but one who was told me that it was astonishing to see one-armed Johnny Byers in action. He dodged the blows of big Jack, undercut and uppercut, fought like a young wildcat, flooring his insulter after one of the fiercest fistic battles ever witnessed in a backwoods ballroom.

Big Jack Kromer was so thoroughly

licked he did not come back. He afterward quit the woods, feeling the keen disgrace of being thrashed by an undersized, one-armed "Lincoln hireling."

This fight aroused much feeling and came near precipitating a riot at that dance, but the wiser heads cooled the others down and the dance went on. Johnny Byers remained until the end. Kromer sneaked away, vowing vengeance which he never carried into execution.

This not being a love romance I shall have to disappoint my reader with the truthful announcement that Johnny Byers did not wed Miss Parker. She was already engaged to a rich young Chicago lumberman, and Johnny, who may have held a sneaking fancy for the parson's daughter, afterward married a comely farmer's girl and settled down to the life of an honest agriculturist.

Old Timer.

### Honks From Auto City Council.

Lansing, Dec. 22.—E. H. Simpkins (Perry Barker Candy Co.) has recovered from a two weeks' illness which bordered on seriousness. Ed attributes his recovery to a strict diet and careful nursing by his good wife, rather than the doctor's medicine.

At a meeting of the Michigan Hotel Men's Association, held in Detroit last week, the hotel inspection law enacted by the last Legislature was given the stamp of their approval.

B. A. Dickey (Aultman-Taylor Machinery Co.) spent a greater portion of last week at Mansfield, Ohio, attending the annual meeting of branch house managers of the above named company.

Hoyt Lyman, formerly the Central Michigan expert for Emerson-Brantingham Implement Co., has been promoted to the sales force and is making good on the West half of the State.

Geo. O. Tooley (Perry Barker Candy Co.) has been doing double duty during the illness of Manager Simpkins. George is equal to any emergency, however, and seemed to stand the strain remarkably well.

Our Ladies Auxiliary will serve a chicken pie supper at the home of Mr. and Mrs. Floyd French, at 1824 East Michigan avenue, some evening between Christmas and New Year's. The exact date has not yet been fully decided.

Mrs. Harrod, of Casnovia, is spending the severe winter months with her daughter, Mrs. F. H. Hastings.

F. H. Hastings returned to Lansing last Saturday from his Southern trip, minus his ford car and samples. He reports being held up twice within

ten miles a short distance over the State line in Indiana. The first hold up was because of motor trouble. Then King Winter took to blocking his way with snow drifts and Fred got cold feet. He left the outfit with a local garage until such time as road conditions are improved.

E. A. Holloway and Ralph Woodruff, two members of our Council who live in Howell, recently sought to pull off a practical joke in Lansing by representing themselves as Barrett & Stevens, of Pittsburg, Pa., and attempted by phones to order a large bill of goods from another member of our Council who represents a well-established business. Just as the joke was nearing a success their old friend and partner in all kinds of deviltry recognized the voice and cash with order was demanded, which put an end to the phone(y) deal.

We are justly proud of our Ladies Auxiliary who are directing their efforts toward making this old world brighter for the unfortunate, rather than amusing themselves with cards, as some suppose and, perhaps, believe. Their latest stunt has been to send a lar-- beautiful Christmas tree and trimmings to the Ingham County Tubercular Sanitarium, along with a comfortable sleeping robe, heavy woolen shawls and hoods, for each patient in the institution.

H. D. Bullen.

### New Nut Produced.

Hickan is the name of a new nut grown by E. D. Gainey in Decatur County, Ga., which is a cross between a hickory nut that grows wild in that vicinity and a paper shell pecan. It is round like a hickory nut, has a shell colored like a pecan, but slightly thicker than the paper shell pecan. The meat is colored and shaped like a pecan, but in conformation is entirely similar to the hickory. The tree on which it is grown is a pecan seedling.

### One on the Hunters.

"There is one respect," said Curran, "in which fishing is a good deal safer sport than hunting."

"How is that?" queried Cushman.

"Well," explained Curran, "we don't make any fatal mistakes hooking up men who happen to look like fish, do we?"

### Judson Grocer Company

The Pure Foods House

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as Second Class Matter.

E. A. STOWE, Editor.

December 23, 1914.

## THE RAIL RATE DECISION

The granting of a 5 per cent. increase in freight rates by the Interstate Commerce Commission involves more than the actual amount of increased railway revenue that may follow. This is important; in some cases it may prove to be absolutely vital. Yet we believe that the few millions, more or less, which will soon be placed in the treasury of the companies will not signify so much to their officers as will other aspects of the decision. The money to be had is one thing; the moral effect of being granted permission to obtain the money legally and honorably is another and a larger thing. It is confidently to be expected that the credit as well as the income of the railroads will be enlarged. If they need to borrow, in order to enlarge equipment and spend more on maintenance, it is probable that they can now do so without such general recourse to short-term notes, at high rates of interest, as has lately been common. With more funds in sight, and with railway credit placed upon a broader and more secure basis—not the least part of it being the restored public confidence which we are almost sure to witness—it would seem that not alone the business which comes to the railroads, but the business which comes from them, ought soon to wear brighter promise than for a long time back. In all these aspects of the matter, we may well look upon the decision as something like a landmark in railway finance.

Upon the immediate effects of the rate decision, the attention of both the railroads and the public will be for the time being fixed. This is inevitable and it is proper. The Commission itself was bound to pass upon the merits of the railroad case as that case stood at the time. Any attempt to take a long look ahead, in the endeavor to foresee every consequence, and to guard against every possible mischief, would have been unwise. We cannot be always wondering what lies on the other side of the hill. A present emergency has to be met by the best light of the present, with the ultimates left to the dealt with as they arise. It was apparently in this spirit that the majority of the Interstate Commerce Commission

acted. And the general approval which their decision has received, and, in our opinion, deserved, will only be heightened by a consideration of some of its indirect and far-reaching results.

For one thing, we think it will go a long way towards raising the Interstate Commerce Commission itself in public esteem. There is no denying that it has been out of favor for a long time back. Complaints about it have been as thick as blackberries. Nor have all of these been wanton. The most friendly critics have been compelled to protest against the Commission's delays. If these have resulted from an unavoidable congestion of business, that fact only gives edge to another form of dissatisfaction with the Commission. It has been described as a grab-all. It wants to enquire into everything, so it has been said, and to meddle with everything. Then there has been much outcry about its mixing up of functions. These are partly judicial, partly legislative. Latterly, it has employed a kind of prosecuting counsel, making it a sort of tribunal unknown elsewhere in the world. So the bitter argument has run, but we shall hear less of it for a time. The Commission has shown that it can be both prompt and fair in a case of great importance. Its personnel and its work will be less evil entreated.

In a still broader way, one effect of the decision will be to make the people more hopeful about the whole question of Government regulation of railroads. It was a fateful experiment upon which this country entered with the creation of the Interstate Commerce Commission. With its ups and downs, we are not here concerned. It has doubtless been at times misunderstood and misrepresented. Its powers and its duties have not always seemed to be clear. But all along it at least represented an effort to bring a great public activity within a reasonable public control. And from that original purpose the country has not been swayed either by abuse of the Commission or by the appeals of Mr. Bryan and others to leave it behind as an outworn instrument and proceed to the ownership and operation of railroads by the Government itself. Against such a rash flying to ills that we know not of, this latest decision by the Commission should be an added preventive. Americans will not believe that regulation is "played out." In this exercise of the powers of the Interstate Commerce Commission they will see proof of fairness to all the parties in interest, and of flexible adaptability to the changing needs of both railroads and the public.

## NEW LIGHT ON GRAIN TRADE.

Last week's two reports of the Agricultural Department throw light in two directions on one of the most interesting phases of the present situation—this country's powerful position in the grain trade of the world. Tuesday's estimate gave the final figures of this most remarkable year; Thursday's gave the first indication of the next year's wheat crop.

The estimate of condition and acre-

age for the newly planted winter wheat crop was a matter of large interest, because of the feeling that the world, under present war conditions, will be ready to take, at remunerative prices, all the wheat that the United States can raise and spare. The Government's figures give food both for reassurance and disappointment. The crop's condition is the lowest of any December since 1911, 9 per cent. under last December, and nearly 2 per cent. below the ten-year average. Yet, on the other hand, the planted area is 11½ per cent. greater than a year ago, and 20¾ per cent. above any previous planting.

On a basis of nineteen bushels average yield per acre, there are statisticians here who figure that the higher acreage so far offsets the lower condition as to indicate a yield of 689,000,000 bushels, as against 690,000,000 this past season. But "December forecasts" are a notoriously dangerous reliance and the fall in the crop's condition percentage in Kansas to 80, as against 100 last December, inspires some caution. As a general rule, the grain trade is inclined to regard the outlook for the next winter wheat crop as decidedly poorer than a year ago. The immense crop of this year is, in fact, looked upon as in the nature of an accident, and its duplication is not considered probable for 1915.

Even if our own crop were to fulfil the tentative estimate just cited, it does not seem possible for the world's wheat crop of 1915 to equal that of 1914—although this year's total, despite the huge American harvest, fell 386,000,000 bushels short of 1913. The new acreage in France, Germany, Austria-Hungary, Belgium, and the Balkan states, also in Holland and parts of Russia, are almost sure to be greatly reduced, as a result of the drafting of able-bodied farm workmen into the various armies, and, in the case of France, Belgium and Poland, as a result of continuous warfare on the very ground where the new crop would normally be planted. The Balkan states in 1913, despite continuance of their savage war well into the crop season, produced unexpectedly large harvests; yet the decrease from the previous year in the yield of Bulgaria, Serbia and Greece was something like 20 per cent., while neighboring countries which were not at war showed little change.

Thus the Government's other estimate, on our own actual harvest of 1914, came on a very remarkable situation. On the basis of its figures for this year's wheat crop and the "carry-over" from 1913, and taking into account the wheat exported and sold for export, there would be only 82,000,000 bushels left from our own crop for the balance of the season—which is very small. Australia's crop is short; she will have to import about 8,000,000 bushels, against exports of 68,000,000 last season. Argentina's crop is large, but the combined Argentine and Australian crops this year are only about 38,000,000 bushels above last year. Canada will be cleaned out of wheat, in all probability, at the end of the present season.

So that this is the interesting situation which appears to be ahead of us. If this country's wheat crop of 1915 were to turn out one of only moderate dimensions, the world might have to pass through a season of excessively high grain prices. But if our harvest—after a December condition estimate which is, after all, far better than that which preceded the then very large wheat yield of 1912—should once more be abundant, we should in all probability repeat the remarkable achievements of this year's grain market.

## WHAT OUR CROPS ARE WORTH

It has been a commonplace of discussion, since the war began, that the gain to American prosperity, through the profitable market for our enormous wheat crop, sold at war prices, would be more than offset by the very unprofitable market for our equally unprecedented cotton crop, sold when the foreign demand is paralyzed by the war. On this point, the Government gave out some interesting estimates, in its report last week, not only on the quantity of this season's harvests, but their money value. Based on prices of December 1, it places the farm value of our wheat crop at \$878,680,000, which would exceed by \$202,000,000 the most valuable previous crop (that of 1909), and which would run \$268,000,000 beyond 1913. On the same basis, our cotton crop was estimated to be worth \$519,612,000, which is \$306,000,000 less than the value of the smaller crop of 1913, and would make the smallest market value of any cotton crop since 1902, when the actual yield was hardly two-thirds as large as in the present year.

These estimates would leave the country \$38,000,000 to the bad on both the crops, as compared with 1913. But the Government caps this with an estimate on value of the corn crop, showing that crop, despite the early autumn doubts, to be worth more than any previous harvest, running \$10,500,000 over last year's value. All in all, the twelve great crops of the United States foot up a total value, on the Government's basis of calculation, only \$21,000,000 under that of the same crops in 1913, and far exceeding that of all previous harvests.

It will naturally be objected that the problem of the cotton crop is not so much the price per bale which cotton brought on December 1, as the question how much of the bumper harvest of 1914 will be taken at all by the usual European consumers. Yet, on the other hand, the fact remains that cotton, more, perhaps, than any other product of the farm, has a lasting intrinsic value, and is bound at some time to come to its own again. As for wheat, the highly essential facts remain that, while the whole world's wheat yield of 1914 ran 234,000,000 bushels below that of 1913—Europe itself producing 359,000,000 less—the crop of the United States as finally estimated by the Government, exceeded that of a year ago by 127,600,000 bushels, leaving a handsome surplus still to be sold on highly profitable terms.

What the phonograph says goes.



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## MEN OF MARK.

**George W. Hubbard, Pioneer Hardware Dealer of Flint.**

George W. Hubbard was born on a farm near Canandaigua, N. Y., Feb. 27, 1844. His antecedents were English and Scotch on his father's side, and Scotch on his mother's side. He lived at home until he was 20 years of age; when he came to Michigan and located at Rocking, Upper Peninsula. He taught school there six months. Not liking the Lake Superior country, he went to Pontiac where he secured employment in the hardware store of Morris & Messinger. After working there six months he went to Flint, formed a co-partnership with J. B. Newton under the style of Newton & Hubbard, and purchased a hardware stock. The stock inventoried about \$10,000 and the building in which the stock was located had to be purchased for \$4,000 additional. The two partners had only \$3,800 between them, so they had to go in debt for \$10,200. Not only were they compelled to pay 10 per cent. interest on this indebtedness, but they were handicapped by chattel mortgage security which was demanded by the man from whom they purchased the stock. Notwithstanding this handicap, however, they succeeded in making good, building up their credit and meeting their obligation. Five years later Charles Wood purchased the interest of Mr. Newton, when the firm name became Hubbard & Wood. This copartnership continued thirteen years when C. M. Wager purchased the interest of Mr. Wood. Five years later Mr. Hubbard became sole owner of the business. Ten years ago he admitted his son, Bruce G. Hubbard, to partnership, and five years later he took in as a partner James S. Raymo. The business is now conducted under the style of the Geo. W. Hubbard Hardware Co. and has a capital stock of \$75,000, all of which is paid in.

The house had a small fire in May, 1913, and in December of the same year the hardware department was completely destroyed by fire. A new store building was erected on the same location, 24 x 150 feet in dimensions, four stories and basement. Business was so recently reassured in this store, which is one of the most complete and up-to-date hardware stores in the country. The company also owns a warehouse, 51 x 65 feet in dimensions, five stories and basement, fire-proof construction. A second warehouse of ample dimensions is located in the next block.

Mr. Hubbard was married March 28, 1868, to Miss Amanda L. Sura, of Rochester, N. Y. Three children have graced the family circle, William M. Hubbard, Mrs. J. E. Burroughs and the son who is an active factor in the business. The family reside in their own home at the corner of Church and Third streets, where they have lived without interruption for thirty-three consecutive years.

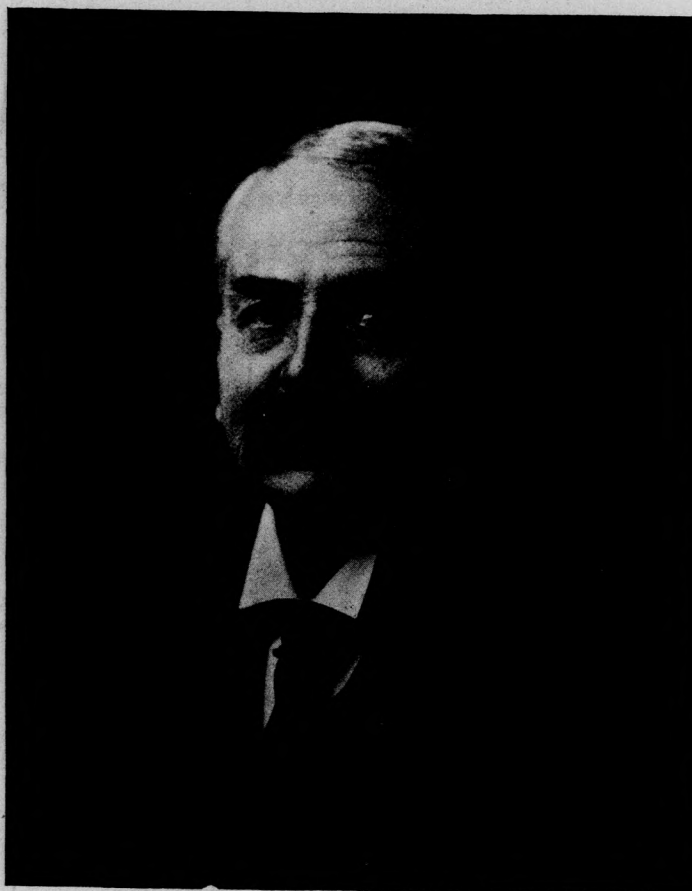
Mr. Hubbard is a Master Mason and attends the Episcopalian church regularly. He has been Vice-President of the Citizens Commercial Bank

more than twenty years. When Judge Newton died some years ago, it was found that he had named Mr. Hubbard as executor of his estate and guardian of his son. The estate at that time inventoried about \$75,000. By careful management and scrupulous attention to every detail, Mr. Hubbard has succeeded in enhancing the value of the estate more than twofold.

Mr. Hubbard is one of the most painstaking business men in Michigan. He is a perpetual worker. His automobile has remained in the garage three years without being used. He saw his stock destroyed by fire without insurance and never worried. He suffered a similar loss with ample insurance and never worried. He says that troubles have never caused him to miss a single meal or lose a single

enough nerve, vivacity and such commodities to make themselves interesting. He knows how to be as much of a companion to a young man of 25 as he does a man of two or three times that age.

Once in a while Mr. Hubbard goes to a hardware convention. On such occasions he always extracts a maximum of enjoyment from his attendance. Every time he joins a group of yarn-spinners in a hotel lobby he is usually the last one to leave. He likes good yarns and doesn't like to miss any, although some of the younger spinners may have to go to bed, because, forsooth, they are tired and must have sleep. But Mr. Hubbard always pops up bright and early the next morning as chipper and fresh as a mountain daisy.



GEORGE W. HUBBARD

night's sleep. His only hobby is a horse trot, although he is fond of nearly all wholesome outdoor and indoor games. He finds delight in horses and is now raising a number of colts which he hopes will make good when they come to maturity.

Mr. Hubbard attributes his success to hard work and bull dog tenacity, to never having gotten tired and to never have permitted himself to get discouraged. He will celebrate, next year, the fiftieth anniversary of his engagement in the hardware business in Flint and it goes without saying that the congratulations he will receive on that occasion will come from a large circle of friends and acquaintances.

Mr. Hubbard has a large, warm heart and a keener interest in life than plenty of blase youngsters in their twenties. He likes young people—young people, that is, who have

**A Bit of Leisurely Salesmanship.**

Written for the Tradesman.

Persons:

Josiah Toadvine, a general-store proprietor.

Bill Judson, a friend and patron.

Time, now; Place, a cross-country store.

"Howdy, Bill!"

"Hai, Josh!"

"How's they comin', Josh?"

"Purty durn slow, Bill; if this here war don't stop purty soon, it's a-gwine t' make it awfully hard fer a lot uv us storekeepers t' make both ends meet."

"Aw, quit yer kiddin', Josh, this here war aint a hurtin' yer business!"

"Taint, eh? Well, I'd like to know whut you know about it, Bill Judson! I tell you, Bill, times is rotten, an' gettin' rotten'r every day!"

"Aw, cut it out, Josh! 'Fyeh keep on a-talkin' thet there hard-time-war-

talk, I won't git them things the old woman told me t' fetch 'er. Durn yeh, it makes me poor t' hear yeh worryin' thet-a-way!"

"Whut'd yeh want t' git, Bill?"

"I aint sed I wanted t' git anything, Josiah!"

"Well, then, whut did th' old woman ask yeh t' fetch 'er?"

"Say, Josh, ye hain't got any eggs, is yeh?"

"Ain't said I ain't, Bill."

"I ain't askin' yeh ain't yeh, Josh; I'm askin' yeh is yeh."

"Well, I reckon as I do hev a few; how many d' you want, Bill?"

"Huh! What made y' think I wanted any of them 'few' eggs? 'Pears t' me yeh don't give me no credit fer havin' a heart!"

"Well, if yeh don't want none of them eggs, Bill Judson, whut in Sam Hill air y' askin so perticuler about 'em fer? Don't yeh see I'm a busy man, an' ain't got no time tay-tee-tayin' with yeh?"

"Say, Josh, d' you know yeh purty nigh made me laugh when yeh said you air a busy man? By gosh thet's good! I must tell th' old woman thet!"

"Go 's fer as yeh like, Bill; but don't fergit thet th' overhead expenses uv doin' business is a-goin' on with every tick-o'-the clock. 'F yeh can make up yer mind t' sayin' anything thet sounds like a call fer merchandise, I'm here t' show th' goods an' quote th' prices uv same; but if not, just kindly make yerself t' home thar by th' stove, I'm a powerfully busy man, Bill Judson."

"Say, Josh, I don't know whut y' had fer dinner, but it does sort o' look t' me like somethin's a-layin' powerful heavy on yer constitution an' is havin' a mighty crossin' influence with yeh. Whut yeh got t' say, Josh?"

"Huh!"

"Thet don't mean nothing, Josh! I come in here to talk business, not to be said 'huh' at!"

"Huh!"

"Say, Josh, as an old an' established customer uv this store, I want t' say this ain't no way t' propagate good will. Can't you say nothin' but 'huh'?"

"Listen, Bill Judson; me an' you has been friends too long t' get peeved over nothin'; an' if you'll just bear in mind I ain't no mind reader, an' you'll jist tell me, in plain pinted speech, jist whut yeh want, an' how much uv it, it'll expedite matters a whole lot. Now once ag'in let's see if we can git down t' cases: Whut wuz it th' old woman told yeh to fetch 'er, Bill?"

"A dozen eggs, half-a-dollar's worth uv granulated sugar, an' a pound of coffee like th' last yeh sold us, d' yeh mind th' kind, Josh?"

"Sure I do, Bill! 'S thet all?"

"I reckson so."

"All right, Bill, here you air; but sit down an' visit a while; I ain't got nothin' to do." Chas. L. Phillips.

**She Looked Like It.**

Blobbs—What a homely woman she is. They say he married her for her money.

Slobbs—I s she as rich as all that?



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C. ELLIOTT, Vice-President.  
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SAGINAW, MICH.

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W. L. GOLWELL, Secretary.  
DETROIT, MICH.

## NATIONAL GROCER COMPANY

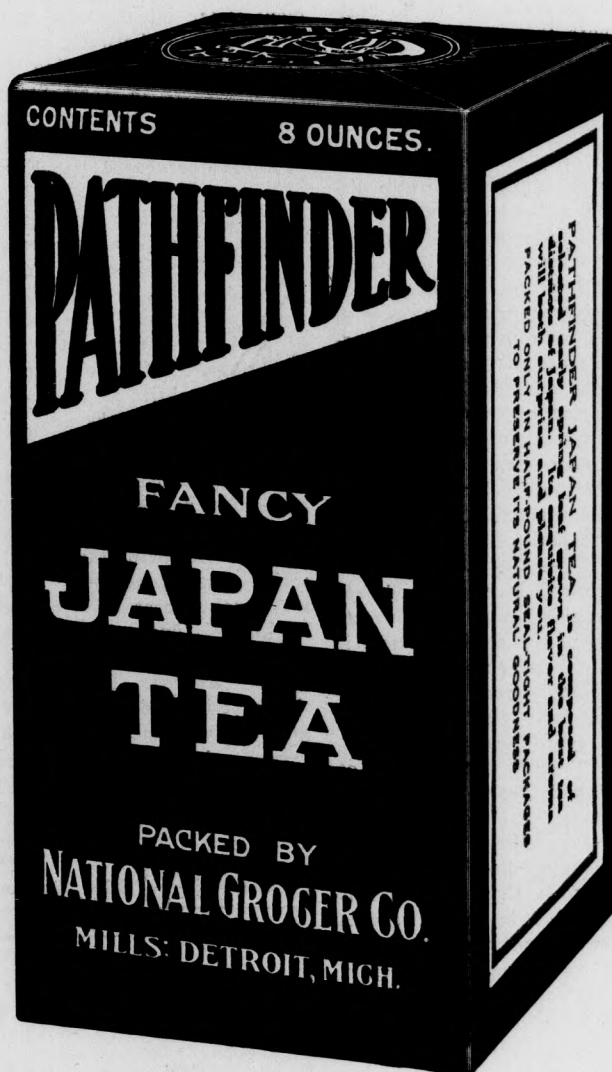
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PATHFINDER TEA  
FOR YOUR CUSTOMER'S SAKE

SOLD TO THE RETAIL TRADE EXCLUSIVELY BY ALL OF  
THE BRANCHES OF THE NATIONAL GROCER COMPANY





The bank owned by F. W. Hubbard & Co. at Kinde, was robbed of \$500 a week ago and the thief has been captured and \$434 of the money recovered. It is said a young man who is well known in Kinde reached through the Cashier's window and grabbed a bundle of notes amounting to \$500 and escaped. Sheriff McAuley was later notified and located the youth, but refused to make his name public. He returned \$434 and the remaining \$66 was replaced by his father. No prosecution will be made.

With floral tributes from friends and customers adorning the lobby, the American State Bank of Highland Park was formally opened, Saturday, at its attractive new office building, just completed on the corner of Woodward and Cottage Grove avenues. Many residents of the village availed themselves of the opportunity to inspect the bank's new home.

Residents of Grosse Pointe are organizing the Grosse Pointe Savings Bank. It will be situated at East Jefferson avenue and Rivard boulevard and will be opened in the near future. Its stockholders are among the wealthiest men in Michigan, many of them being leading bank officials in Detroit, and it is said their aggregate riches would run into many millions of dollars. The bank will have a capitalization of \$30,000, with a surplus of \$12,000. All of the stock has been subscribed for and the list of subscribers will be submitted to the banking commission next week.

To the directorate of the National Bank of Commerce of Detroit has been added Joseph Mack, President of the Joseph Mack Printing Co. Starting in business in a small way sixteen years ago, Mr. Mack has become one of the well known business men of Detroit. As a director of the Detroit Board of Commerce and chairman of the ways and means committee he has been an active factor in important work of that organization. He recently completed a large modern store and industrial building at Elizabeth and John R. streets to be occupied in part by his plant.

The two salient incidents of the hour are undoubtedly the continued decline in money rates and the re-opening of the Stock Exchanges. As for the first, the present ease of money does not convince our people that it will be permanent. Money is easy because the demand is small, and our bankers are looking for a heavy

demand at a later period, although they cannot predict the date of its appearance. Much of the stagnation in general business is regarded as mere marking time; our mills and jobbing houses are eager to do business, and with the ease of mind that has recently come to them, there are also witnessed renewed courage and hopefulness.

In other words, fundamental conditions no longer plunge them into discouragement, although a good many vexatious details remain to be overcome. Yet even a long period of high money later on would hardly have the adverse effect on general business that some persons have feared. Such a state of things does not preclude great industrial activity, provided the price of money is fairly steady—it is uncertainty regarding the course of money rates rather than the rate itself that puts a damper on merchants, on manufacturers, and on public utility companies.

At the moment, there is a good deal of money in this country for investment. Many of those who possess it have recently been active buyers of securities. Many others are still cautious, waiting for a clearer outlook—not only as regards events in Europe, but also as regards the attitude of our Federal and state governments toward business. It is not quite clear what importance should be attached to the movements following the opening of the Stock Exchanges. It is taken for granted by most persons that the rise in quotations the early part of last week was due to short coverings; yet it can be stated as a fact that investment buying was not lacking.

On the whole, the effect of the opening of the Exchanges has so far been largely sentimental. This is not said in a deprecating spirit. A strong upward movement in securities may be a good thing in itself, but an even better thing at this time is the measure of assurance that has come to us that we can re-open our markets without being swamped with home and foreign liquidation.

The stock market events of the past week have strengthened a feeling, previously existing in banking and mercantile circles, that an improvement in the general situation had set in. This expression is used with some reservation, for the outward and visible signs of improvement are not very marked, and very likely may not be

so marked, in the immediate future. It is still generally believed that an exceptionally hard winter is before us, and that, for months to come, the volume of general business will be below normal. Yet there is a strong feeling in a good many quarters that we have passed out of one stage and into another—that the period of disintegration has practically ended, and that of reconstruction begun.

The Wall Street transactions of the past week have strengthened that feeling. A deluge of foreign selling orders was not encountered. Allowing for the increased difficulty (occasioned by impaired transportation facilities and the temporary derangement of the actual *modus operandi* in effecting sales between one market and another) of executing European selling orders in Wall Street, it is hard for us in Michigan to see how exceptionally heavy offerings could have been prevented, had Europe cared to make them. That she has not cared to make them at this juncture, excites a hope that her pressure to sell at a later date will not be pronounced enough to demoralize our situation. The more the financial men of Michigan contemplate European conditions, the less fear they have of such eventualities as were considered probable four months ago.

The war and its consequences may be as destructive as any one has yet figured; but it is beginning to be felt that the wealth of the world, out of which these losses must be met, is very much greater than had been imagined. It is impossible to cite statistics that will demonstrate the validity of such a view. The fact, however, that practically 65 per cent. of all the gold produced in the world since 1492

has been produced since the Franco-Prussian war is perhaps one evidence of the world's ability to stand a financial strain far exceeding any of the past.

When the real process of cleaning up after the war and of rehabilitating crushed or greatly impaired industries begins, the international money market is likely to witness a highly exceptional demand for capital, with rates to correspond. But rightly or wrongly, our financiers have begun to

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Capital - - - - \$500,000  
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**3½ Per Cent.**

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believe that this movement will have no disproportionate effect on American finance.

In describing last week's Government report on the country's foreign trade in November, most writers have called attention to the fact that the excess of exports was \$79,200,000, as against \$57,300,000 in October, \$16,900,000 in September, and a surplus of imports in August. But this comparison proves little, because the outward balance always grows larger with each successive autumn month. In 1913, our excess of merchandise exports was \$50,200,000 in August and \$138,900,000 in October. The real test of the position lies in the fact that whereas last August witnessed an "import excess" of \$19,000,000, as against the \$50,200,000 export surplus in the same month last year, and whereas excess of exports in October was \$81,600,000 under 1913, the difference in November was only \$17,700,000.

There are other interesting and significant comparisons, bearing chiefly on the November export trade. Excluding shipments of agricultural products, and, therefore, including chiefly manufactured articles, this country sent out last month \$1,300,000 more merchandise than in 1913. But if we take all exported commodities, excepting cotton, the shipments of November actually ran \$31,500,000 beyond the previous November. This shows in a rather striking way the extent to which the present shortage in our outward foreign trade, as a result of the European war, is now conveyed on that one industry.

Many years ago, in consequence of a commercial panic, there was a severe run on a bank in South Wales and the small farmers jostled each other in crowds to draw out their money. Things were rapidly going from bad to worse, when the bank manager, in a fit of desperation, suddenly thought of an expedient. By his directions a clerk, having heated some sovereigns in a frying pan, paid them over the counter to an anxious applicant.

"Why, they're quite hot!" said the latter as he took them up.

"Of course," was the reply; "what else could you expect? They are only just out of the mold. We are coining them by hundreds as fast as we can."

"Coining them!" thought the simple agriculturists; "then there is no fear of the money running short!" With this their confidence revived, the panic abated and the bank was enabled to weather the storm.

#### A Dissertation Upon Roast Pig.

Of all delicacies I will maintain roast pig to be the most delicate. I speak not of your grown porkers—things between pig and pork—those hobbydehoy—but a young and tender suckling—under a moon old—guiltless as yet of the sty, with no original speck of the hereditary failing of the first parent yet manifest—his voice as yet not broken, but something between a childish treble and a grum-

ble—the mild forerunner of a grunt.

He must be roasted. I am not ignorant that our ancestors ate them seethed or boiled—but what a sacrifice of the exterior tegument!

There is no flavor comparable, I will contend, to that of the crisp, tawny, well-watched, not over-roasted, crackling, as it is well called—the very teeth are invited to their share of the pleasure at this banquet in overcoming the coy, brittle resistance—with the adhesive oleaginous—O call it not fat!—but an indefinable sweetness growing up to it—the tender blossoming of fat—fat cropped in the bud, taken in the shoot, in the first innocence \* \* \* the lean, no lean, but a kind of animal manna—or, rather, fat and lean (if it must be so) so blended and running into each other that both together make but one ambrosian result, or common substance. \* \* \*

See him in the dish, his second cradle, how meek he lieth!—wouldst thou have had this innocense grow up to the grossness and indocility which too often accompany maturer swinehood? Ten to one he would have proved a glutton, a sloven, an obstinate, disagreeable animal—wallowing in all manner of filthy conversation. From these sins he is happily snatched away—

Ere sin could blight, or sorrow fade, Death came with timely care.

His memory is odoriferous—no clown curseth, while his stomach half rejecteth, the rank bacon; no coal-heaver bolteth him in reeking sausages—he hath a fair sepulcher in the grateful stomach of the judicious epicure—and for such a tomb might be content to die.

Charles Lamb.

#### On the Trail of Poor Payers.

Escanaba, Dec. 22.—More than two-thirds of the merchants of Escanaba engaged in the grocery and meat business attended the second preliminary session of the Escanaba Butchers and Grocers' Credit Association at the offices of the Escanaba Delivery Co. Before the next session is held it is expected that every grocer and butcher in the city doing a credit business will be enrolled. The present members have turned in to the officers lists of patrons who have repudiated accounts and are classed as dead-beats. There were also turned in lists of the names of patrons known to be slow in paying accounts, and another list of patrons who have been in the habit of leaving unpaid balances with merchants when they shift their patronage to another store. When the lists are completed, copies will be furnished to each member of the Association and credit will be refused to those whose names are found there.

#### Happened Years Ago.

"Do you really believe, doctor, that your old medicines actually keep anybody alive?" asked the skeptic.

"Surely," returned the doctor. "My prescriptions have kept three druggists and their families alive in this town for twenty years."

#### Judson Grocer Company

The Pure Foods House

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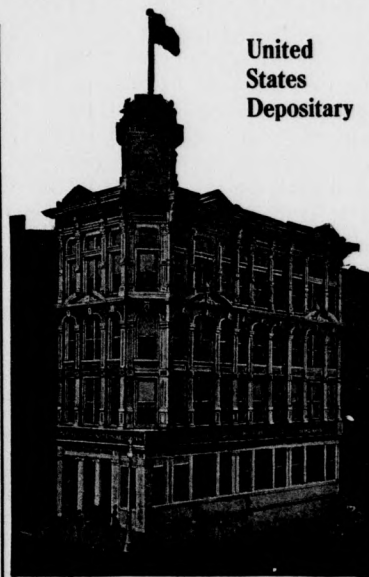
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States  
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Commercial  
Deposits

3½

Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Capital Stock  
and Surplus  
\$580,000







## CLOTHING

### Problem of the Early Sale Question.

The Western representative of an Eastern clothing manufacturer, a man who is familiar with every phase of the retail clothing business, was recently called in to a conference with the executive heads, the merchandise man and the buyers of the clothing sections of a leading store where the clothing department is among the most prominent, in a Western city. The purpose of the conference was to discuss methods of merchandising clothing along lines that would be constructive rather than destructive.

The first and most severe criticism of this clothing expert was directed toward a practice common in many retail clothing circles. His contention was that from a date very early in the season, and lasting until the close of the season, many of the stores were offering reduced prices on merchandise the value of which was advertised to be very much in excess of the price at which it was offered. Special purchases, surplus stocks and other similar announcements form the excuses for these clearance sales.

The criticism of this manufacturer's representative is applicable to many of the clothing stores not only in the large cities, but to every locality where competition is no less keen than in the retail sections of the larger centers.

While a merchant very naturally desires to keep up his volume of business, and seizes upon every possible opportunity to do so, he is often inclined to overlook or forget that this kind of merchandising, while it may bring immediate returns, is not constructive merchandising. An instance which illustrates how it is destructive in its effect may be cited. The merchandise man of a leading store called the clothing buyer into his office and said to him: "Last year ten days later than this time you did so much business in your department," naming a sum which was unusually large for the store and which had been the result of a special purchase at that time. "In order to equal this sale you may have to go into the market and get some merchandise that you can offer at a lower price. I will allow you so much money for this purpose. Now, go out and beat your last year's record."

The buyer in question had ample merchandise in stock, all seasonable and up-to-date stuff, that he hoped to sell at regular prices. Upon this he could not make a substantial cut and sell it at a profit, and in consequence he was forced to go into the market

and pick up some left-over stock which he could use for the purpose.

The merchandise he bought, the best he could find at that time, was some which a wholesale house had carried over from a previous season because it had proved to be not the most salable. He purchased it at a figure far below the wholesale price, and was able to come out with an advertisement quoting astonishingly low prices.

Sales day came and went. It created a lot of interest and a good volume of business. It was hoped that the sale would stimulate business on regular merchandise, but when the results were summed up by the clothing department head it was found that practically none of the regular stock had been sold during the sale. He had thus supplied a very large part of the consumer element, including a great number of those customers which the store regarded as its regular clientele, and after all was over the department had all of the regular merchandise on hand with ten days of seasonable weather behind them.

It often happens that records have been made at frequent intervals during a season, and these records the buyer is expected to break. The ultimate result of the season's operations is that in December or in June, when stocks under normal conditions should be low, the store which operates along the lines illustrated finds that they still have the greater part of their season's merchandise on hand, which they are then obliged to throw upon the market at reduced prices or carry over to another season, with a consequent depreciation in value.

It is also contended that the effect upon the consumer public in cities where such practices are common is exceedingly detrimental to the constructive ideal in merchandising. Shortly after the opening of the season it is claimed that a far greater number of men who are then in the market for clothing commence to scan newspaper advertising and the windows to find where a sale is in progress than the number who go to a store because they prefer to deal there, in the expectation of getting good values at a stated price whenever they need clothes.

The consumer has been educated to wait thirty to sixty days after the opening of the season, knowing that then the clothing stores will be making special offers, and the store which is then advertising the most astounding price reductions gets the business. The practice is causing the consumer to lose his sense of values. He is in-

clined to believe that when \$45 suits are offered at \$23 there must be some mistake in his previous conceptions, and he immediately forms a mental idea of a \$23 garment as being the same as that which he once regarded as a \$45 value. He is constantly being educated to expect more for his money. The buyer of merchandise in the clothing store is also confronted with a new difficulty. He is forced to equal or exceed his previous year's record on merchandise, which, because priced lower, requires greater volume of business to equal previous sales in dollars and cents.

The foregoing facts are not new or unknown to the retail merchant. They are patent to everyone who has given serious thought to their business. But the condition continues year after year, during all of which time the stores, instead of building up a clientele of regular patrons through service and satisfaction, at a price which is reasonable and right, are building their business upon a migratory trade, whose only consideration is, "Where can I buy the cheapest, or which store is offering the greatest inducement?"

It can be shown that in many cities there has been an unbroken chain of sales offerings, which started early in October and continued through to late in the season. The buyer protests that he was not responsible for the condition. He is charged to increase his business over previous periods. Had he failed to do so he would be criticized, and toward the close of the year could scarcely help getting nervous about the possibility of renewing his contract.

The merchandise man protests that he is charged with turning over the merchandise as quickly and as often as possible, and his course of action is governed by this necessity placed

upon him by the heads of the house.

The latter sometimes are so far removed from the actual merchandising that they do not take cognizance of the trend of the business.

Retail clothiers' associations have discussed the question in convention, and have agreed that the situation is a most acute one. Resolutions have been passed condemning the practice, and, in the opinion of some, retailers are waking up to the situation.

Now and then a leading merchant attempts to solve the problem in his own way, but in the face of competition he is given an exceedingly unpleasant career. In one city of 35,000 inhabitants, wherein there were a dozen stores, the merchants seem to have solved the problem in a manner that thus far has been successful. They agreed to make no special concessions on regular merchandise nor to enter into the sales game until late in the season. For the present season they agreed upon January 1 as the earliest date to commence their clearing sales on suits, and February 1 for overcoats. Up to this writing the agreement has been strictly kept, with the result that all are doing a profitable business. This co-operative plan has worked out successfully in a number of cities, particularly where the clothiers have a strong local organization to hold them in line. It seems to be the most logical solution, until such a time when all merchandising shall be done along a higher plane of business ethics.—Apparel Gazette.

### When She Grows Up.

Nurse—Why, Bobby, you selfish little boy! Why didn't you give your sister a piece of your apple?

Bobby—I gave her the seeds. She can plant 'em and have a whole orchard.



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SOLID CONSTRUCTION  
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Now for the Winter Trade

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

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

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**BROWN & SEHLER CO.**

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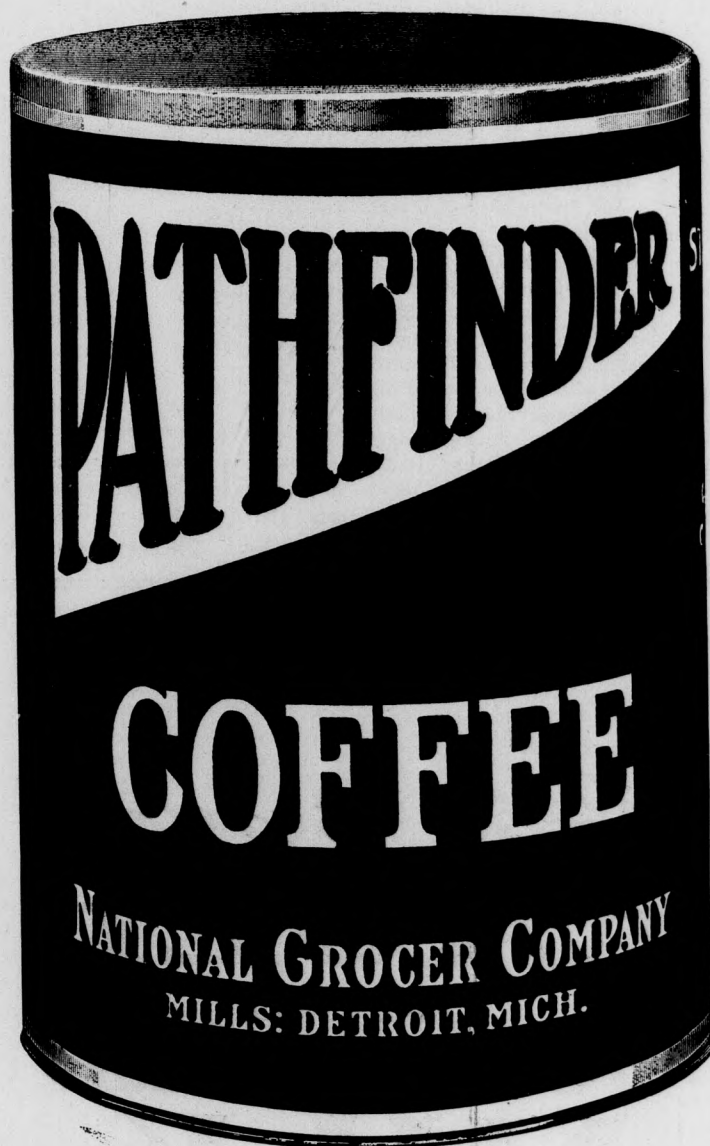
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IT GETS AND HOLDS THE BUSINESS FOR THE RETAILER

SOLD TO THE RETAIL TRADE EXCLUSIVELY BY ALL OF  
THE BRANCHES OF THE NATIONAL GROCER COMPANY



## THE CHRISTMAS GROUCH.

### He Gets No Pleasure From the Holiday Season.

Written for the Tradesman.

He is constant rather than numerous—crotchety, gloomy, dismal and selfish—a picture of pessimism and proudly petulant, he sulks here and there during this glad holiday season, his only joy being a strictly personal realization that he is unhappy and bespeaks the same fate for all the rest of mankind. One of this ilk stepped out upon the street Christmas morning and, defiantly facing the glorious sunlight, predicted: "Well, there's one consolation, we'll have both wind and snow before nightfall."

"Merry Christmas" came dancing gleefully to his ears from the lips of an 8 year old who was drawing his bright new sled that he had just received, and as the boy ran joyously along, glad that he had had an opportunity to send out his happiness to a stranger, the cynic muttered snappishly: "The little fool thought I'd give him a nickel for his greeting."

"But I didn't," he mused—"and I wouldn't," he continued half under his breath. "The whole blamed business is purely commercial and I've no use for it," he snarled.

As though to answer and contradict his carping, came an old gentleman, strong and cheery in the vigor which comes through good will and right thinking. "Good morning — Merry Christmas to you," said the old man, and when the croaker grunted back a

mumbling "Mornin," he stared pityingly at him and with a sympathetic smile added, "Sorry you're not feeling well, my friend. Have a cigar—a Christmas cigar." And as he handed out the cigar he added: "Such days as this come but once a year and you can't afford to miss making the most of it."

"Well, he accepted it, anyhow," mused the old man as he stepped briskly across the street, "and it'll do me good to think that maybe I helped him out of a moody session with himself."

"I wouldn't give such a weed to a dog," was the thought of the bitter one, as he cut off the tip end of the cigar, "and anyway, I can't light it here in this air," he continued. "Now there's a man with one foot in the grave, and a smoker. Very likely he's got a tobacco heart and is apt to drop dead before he gets to the next corner. And he knows it, too, and is just trying to bluff it out. The whole scheme is a bluff, is this Christmas fad, and for one, I'm mighty glad that I'm honest with myself."

Having delivered himself in this fashion the man stepped into a sheltering doorway to light his Christmas cigar. While doing this he observed with deep pangs of envy, a well known and prosperous citizen dash out of his front door and down the steps, followed by a troop of young people yelling: "Santa, Santa, Father, Dad." "Catch him before he gets away." And he saw the young people capture their prey and, surrounding him, place a

crown of holly on his head, after which they joined hands and danced, circling around him, singing: "Who comes this way, upon a Merry Christmas day." Then the happy father was dragged back into the house amid shouts of laughter and cheers.

When he had disappeared, the sour one, puffing his unappreciated gift vigorously: "I'll bet a dollar if that man's debts were paid, he wouldn't remain owner of that house over his head fifteen minutes. Those sons and daughters of his are just waiting to get hold of his property and his insurance money, and here they are trying to make out that he's the happiest man on earth."

His reverie was interrupted by a perfect babel of cheers and shouting, and presently there came a street car packed to the doors with merry, happy children who waved their hands at everybody and cried out "Merry Christmas" to the wide, wide world. As he stopped to gaze with morbid feeling at the glorious holiday picture, two men poorly clad and unkempt—men who had the hobo characteristic unmistakably stamped upon their personalities—stopped likewise; but, unlike him, they waved their shabby hats and shouted cheerful greetings to the youngsters, one of them even going so far as to execute a clog dance step upon the snow-covered sidewalk. "Ain't that great, boss?" asked one of the tramps of the churlish one, who glared at them an instant, muttered "Rot!" and passed on alone.

"Pleasant person, isn't he?" observed one tramp to the other.

"Yes," responded the other one, "he hates his own feet because there isn't four of 'em."

"Well, he is entitled to four feet all right, all right," came the answer.

"Yes, and little ears, and a snout, and divided hoofs—only he wouldn't make good chops or sassidge. He's too blamed mean to make good buck-saw grease, even," added the one who had given the children a merry clog dance on the snow.

"But there's reason for us giving thanks that we seen him," seriously observed the other one. "You and I meet all kinds of people, in all kinds of ways, and in all kinds of places and we know that there are more people of the other kind who are alive and happy."

"Of whom we are which. Tight wads and haters like that chap are not so very common, only they never let go, even to die," was the final retort.

### Eyes Fixed Without Charge.

At the bidding of the school board in a Missouri town, a physician visited the local school. He examined the eyes of the children. The teacher next day sent a note to the mother of one pupil, saying that he was "not perfect optically." The following day Johnny brought back a reply to the teacher which read:

"The old man whaled Johnny last night and I took a hand at him this morning, and I think you will find him all right now."

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**EAGLE**  
BRAND  
**CONDENSED**  
**MILK**  
THE ORIGINAL

**Borden's Condensed Milk Sales Co., Ltd.**  
**MARSHALL BROS., Detroit**  
Selling Representatives for Michigan



### Christmas in the Land of Flowers.

The work shop of Santa Claus is, we are told, located in the frozen North. There the fairies, elves and gnomes—they don't care about the cold—climb over the ice and snow and help Santa Claus with his work of preparing Christmas cheer for the boys and girls of all the world.

Then Santa Claus is supposed to

ty live fellow, by the way, to be a real Santa Claus. He has to be able to speak and to amuse—and to do either on very short notice. Santa in his speech said he would be at the store most of the time from then until Christmas. He said he might visit the children in their homes or at school.

After he got through, as many of



California Variety Store on Nov. 15.

hitch up his magic reindeer and skip over the icy and frozen earth, flitting here and there with fairylike swiftness, and visit all the boys and girls who have been good during the year.

Thus in the preparation for Christmas as well as in its realization Jack Frost is there in full force.

But they don't celebrate Christmas that way in California.

The picture on this page shows the people in their summer garments. Note the green trees growing up at the back of the store. Jack Frost is afraid to venture onto this scene, we will wager.

But you can't scare away old Santa Claus. There he is standing up beside the proprietor of the store just as big as life, wearing the same arctic garments and yet enjoying himself as thoroughly as if he were sitting on an iceberg with his bare feet in ice cold water. Old Santa Claus certainly is not a creature of cold climate. He can work just as well when the roses are blooming as when the north wind is blowing.

At least this is the experience of the 5, 10 and 35c store that advertised Santa Claus would arrive from the frozen North on the 2 o'clock train Saturday afternoon.

It seems the whole town was at the depot to meet Santa Claus. Old Santa waddled off the train distributing some Christmas cards to the waiting community—these cards bore an advertisement for the store—and then entered an automobile which drove slowly to the store. Behind the machine marched a big crowd of children, each with a trumpet or some other noise making device that had been distributed at the depot by some of Santa Claus' assistants.

On reaching the store Santa Claus mounted a box out in front and made a humorous speech. It takes a pret-

ty live fellow, by the way, to be a real Santa Claus. He has to be able to speak and to amuse—and to do either on very short notice. Santa in his speech said he would be at the store most of the time from then until Christmas. He said he might visit the children in their homes or at school.

After he got through, as many of

From then until Christmas Santa Claus was busy, and this merchant in the land of flowers gained big dividend from his investment.

The stunt he used was The Butler Way's idea of arranging with somebody to go the night before to some town up the line and then come back dressed as Santa Claus. Even a better way is to arrange with some live out of town fellow—somebody the children in your town do not know—to act as Santa Claus.—Butler Way.

#### Couldn't Reciprocate.

"Hum Ho!" sighed the New Hampshire farmer, as he came in from down town, "Deacon Jones wants me to be pallbearer again to his wife's funeral."

"Wal, you're goin to be, ain't ye?" asked the farmer's better half.

"I dunno. Y' know, when Deacon Jones' fust wife died, he asked me to be a pallbearer, an' I did; and then his second wife died, an' I was the same again. An' then he married that Perkins gal, and she died, and I was pallbearer to that funeral. An' now—wal, I don't like to be all the time acceptin' favors without bein' able to return 'em."

#### The Boy of It.

"What did you say, Willie, to the groceryman who was kind enough to give you that banana?" asked the fond mamma.

"I said, 'gimme another,'" replied Willie.

**Judson Grocer Company**

The Pure Foods House

COME IN



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

## MOVES QUICKLY from your shelves

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

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

**CORN PRODUCTS REFINING CO.**  
NEW YORK



## THE CUP THAT CHEERS.

### Some Facts About Coffee Not Generally Known.\*

Africa gave to the world its first civilization and with it, it gave coffee. Its use extended throughout the world and its production spread to the East Indies and then to Central and South America. The latter place to-day gives us a large proportion of our finest and best coffees.

When first introduced into Europe, coffee had many obstacles to combat in its forward march. Religious sects preached against its use. Governments legislated against it and an almost prohibitory tax was put on it in some countries. Its good qualities, however, won for it a place in the hearts of mankind until it is conceded to-day to be the world's best and most popular food drink.

In England and Europe, back centuries ago, the coffee house was the most popular rendezvous for the men of affairs—the soldier and the light-hearted youths of that age. There they would sit and sip the steaming nectar and discuss current events.

A comparison of these old coffee houses of Europe was brought forcibly to my mind not long ago. When in a dry territory, I was told that the young men, when in quest of good fellowship, gather in some quiet restaurant and, like the men of old, sip a cup of good coffee and enjoy the wholesome society of kindred spirits. Does it not in this particular instance show the important part that coffee can play in giving to mankind a "cup that cheers but does not inebriate?"

Few people realize the tremendous amount of money, energy and care exercised by the grower, the importer and the roaster to put the steaming cup before the consumer so he may enjoy its goodness to the fullest extent.

The trend of the coffee business is toward better grades. The consuming public is fast becoming educated to the merits of a cup of good, rich, delicious coffee. Men who are interested in the coffee business realize this and are using every possible means to better the cup.

It is not very long ago that the consuming public was not so exacting as to the drinking quality. Any old thing would suffice, but not to-day. I have only to point to the falling off in the consumption of Rios and Victorias, in fact all low grades, to substantiate this claim.

In the coffee producing countries the industry is run on a tremendous scale. Some of the great Fazendas or plantations are amazing in their magnitude. As an agricultural business, they are stupendous, covering miles of hills and valleys, the number of trees on some of the larger plantations ranging from three to seven and eight million, and when these trees are in full blossom, it is a most imposing sight. Picture in your mind's eye, standing upon the top of a hill and as far as the eye can reach through the valleys and

hills, imagine the landscape covered with cherry trees white and fragrant and you will have some idea of the beauties of a coffee plantation in full bloom.

It takes an army of men to handle the crops from these vast estates. There is no expense spared and great care is given to the curing of these coffees to make their drinking qualities superb. The ripe berries are a deep red. They are picked or shaken from the trees, raked up into piles and carried off to the great cement drying grounds, where they are put in piles, stirred and worked with, the sun doing the drying and curing. There are experts employed to direct the laborers in this work, for it is an easy matter, in the process of curing, to damage the cup quality of coffee. The curing process is a most important factor. From the curing grounds the coffees are sent to the washing vats, or if it is the dry process, they are sent directly to the warehouses, where the coffee is put through the hulling machines. The outer coat of the berry is known as the pulp, and comes off in the curing and washing process, but there is underneath this a thin delicate parchment covering, inside of which the coffee bean itself is nested. This is taken off by the milling machinery and then the coffee is transferred to the mixing machine, where lots and certain grades are thoroughly mixed, packed and either sent to the port for shipment, or stored in adjacent warehouses for later shipment. It might be interesting to know that the planter, when the market is on a basis of about 10c for Santos 4s, is just about breaking even. Anything below this or a market like we have had the past few months spells disaster to him, the same as does a low sugar market to the sugar grinder of the South.

The forwarding of coffee from the planter to the roaster is likewise done with great care to ensure the quality. The holds of the vessels are kept clear of all contaminating odors. The forwarders at the ports of entry to-day are employing car inspectors to see to it that the cars are in proper condition for the forwarding of coffee and even see to it that cars are lined with heavy building material before being loaded and sent to the coffee roaster.

A few years back we can remember when the housewife roasted her own coffee in a pan in the oven of her stove, but that crude method has given way to the more scientific method of roasting by machinery. The exacting consumer demands something better all the time, and it is becoming necessary for the coffee roaster to equip his plant with an enormous amount of machinery in order to give the consuming public what it demands. The roasting, blending, mixing and milling of the coffee must be done properly or a coffee of real merit may be ruined. You see, my friends, from the time coffee is picked on the plantation until handed to the jobber and retailer, it is handled and cared for in a scientific and exacting way to

ensure the best possible cup. The care should not stop here. The jobber and retailer should see to it that his coffee is kept right and handled right. Coffee should not be stored in damp cellars and should be kept apart from every odor, such as turpentine, oils, bacon, etc.

A very moderate supply of roasted coffee should be carried at all times. It is, in my judgment, bad business to speculate to excess in coffee in the roasted state. What a merchant might gain in a lucky buy, he loses in a deterioration of his roasted coffee. It has been said that freshly ground coffee, when left in the open—in damp humid weather, will gain from 4 to 6 per cent. in weight in forty-eight hours. This moisture that the coffee takes up has a tendency to make or does make the coffee rancid or stale, so it is imperative that ground coffee be kept in air-tight containers. Any profit a man might make on "hitting the market," as he says, on the right side, he invariably loses at another time in the large stocks on hand when a decline occurs.

Buying as he needs over a period of time, taking the advances as they come and being in a position to buy when the market is down, summed all up, I think, will prove to be the best policy for a merchant to follow. But the benefits from this policy in his buying department doesn't stop here. He is giving his customers fresh coffees—a very important thing indeed. He is able to care for a small stock

much better than a large one, and increase his sales and thereby hangs the tale of a substantial business.

It is customers and sales that count—not paper profits figured on the stock on hand. Your customer—the retail grocer, should give more attention to his coffee department. He should make himself a specialist in this line. He should not attempt to extract a profit on coffee that would square his losses on some other items that he must sell below cost. There is a great need for the awakening to-day of the retail grocer and the position he occupies as a distributing factor in the sale of coffee. You can use your influence to help the retailer point out the error of his ways. The members of the National Coffee Roasters' Association are doing everything in their power to help the retail grocer. They got up a Coffee Week, which was put on last October. Some retail grocers gave this week their hearty support, and they were well paid, not only by the amount of business that they did during that week but by the amount of business that will continue to come to them through their efforts at that time. The retail grocer gives up his window space to display cabbage and lettuce or perhaps a bunch or two of bananas and allows one of the staple and substantial articles in his store to set back behind the stove and expect his customers to call for it.

The coffee department of every retail grocer should be in the front of

**Dwinell-Wright Company**  
says about

**"White House" Coffee**

We have made our brand of "WHITE HOUSE" coffee so completely and entirely excellent that its users can never, possibly, be dissatisfied with its quality, flavor and general character. Its packing, in all-tin cans, works like a charm—in its safeguarding from factory to the last cup in the pound.

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

\*Paper read by Emmet G. Beeson, (National Grocer Co.) at semi-annual meeting of the Michigan Wholesale Grocers' Association.



the store. He should display his coffees and call the attention of his trade to the line that he carries. Now, through your salesman you can help materially to educate the grocer along these lines. Mind you, there are grocers who are alive to the situation and are now doing these things. They are meeting with great success.

The grocery salesman should likewise be interested in the sale of coffees. Not by this do I mean the first sale—that's one of the troubles. The retail merchant must, of necessity, look to the salesman for his information as to qualities, prices, etc., and if the salesman doesn't use good judgment, he can easily damage the coffee business. One trouble with the average salesman is that the price he has is always too high. Instead of turning his attention to the quality, he invariably turns it to the price. I have known where salesmen have sold retail trade Rio coffees, where that retail trade had absolutely no use for coffees of this low grade. I know of no business that is so easily lost and so hard to gain as the coffee business and many a substantial coffee business has been ruined because the dealer was influenced in his buying by a desire to save a cent—yes even a half a cent per pound. So, gentlemen, instruct your salesmen to turn their attention to qualities—not price.

The business methods employed by some of the unscrupulous merchants have been a bad factor in the coffee industry, but thanks to the Department of Justice of our Government, they are running down and prosecuting these firms who ply their trade on the innocent and unsuspecting. The methods employed are old as the hills and the coffee man who knows, wonders at the stupidity of some buyers. As an example of what is or has been going on, a buyer might ask for prices on some particular kind of coffee, usually worked on the fancy mild grades, such as Java, Bogota, Guatamalias, etc. The merchant who is running his business on honest principles quotes honestly on the coffee asked for. The unscrupulous fellow quotes on the coffee asked for, but delivers another thing, perhaps not the kind bid on at all, but by certain manipulation it is made to look the same. He gets the order and has made a handsome profit and turns his attention to stripping another victim. The fellow who is trying to do a legitimate business is looked upon by the unsuspecting buyer as a thief and a robber, owing to the price he has asked for his merchandise. It is your duty as coffee merchants to help stop these unlawful practices and eliminate them from your own business if they are there. Another bad feature that is fast becoming eliminated, and we hope will eventually be stopped altogether, is the water-logging of coffees. The method usually employed is to place the roasted coffee product in a large drum. A quantity of water is put into the drum, the quantity being in proportion to the amount of coffee, and by rotating the drum the coffee absorbs the water, thereby reducing the shrinkage from 15 per cent,

to as low as 7 and 10 per cent. This practice is absolutely wrong. It is ruinous to the quality and an absolute fraud. It is frowned upon by the authorities and I understand that the Department in charge at Washington has planned to stop this practice by legal procedure. We should all be interested in working for a law on fraudulent advertising—some such bills are, I am informed, now before Congress. Coffee has suffered more than its share from the activities of unscrupulous concerns.

At the present time we are hearing so much about the great trade we should enjoy with South America. My friends, it will be coffee that will play a most important part in securing for us this most coveted trade.

According to the statistics from the Department of Commerce of the United States, we import from Central and South America, coffee to the amount of \$110,725,397. Our importations of coffee last year from Brazil alone were \$76,000,000, or three-fourths of the total imports.

Rubber and other commodities run the amount up to about \$100,000,000. Our sales to Brazil during the same period amount to only \$29,000,000, showing a trade balance against us of about \$70,000,000. This condition is not in accord with the old principle of "you rub me and I'll rub you." It is true we are working to change about this one-sided condition of affairs. New York banks have opened branches in Brazil and Argentine. Our manufacturers are sending representatives there in an effort to get the business, but it will take time to change their method of figuring currency, so that the natives will figure exchange in dollars and cents instead of by the English sterling system. We must not forget, also, that London bankers and the English owned steamship companies, as well as the business interests of Europe generally are not going to sit idly by and see the profitable South American trade diverted to America without putting up some very strenuous opposition. We are the best customers Brazil has on coffee, and I understand she is quite willing to reciprocate. So coffee, as stated, will have a big influence in helping the American manufacturer to secure this business.

And now in closing, let us remember that a housewife who would have her table exacting must see to it that her coffee is of necessity a good coffee and properly brewed. A delicious coffee is often ruined in haphazard making and the coffee blamed when the fault lies with the cook.

Dr. Wiley, a supposed authority on food and its action on the human system, says that a cup of coffee taken in the morning is like dropping oil on a piece of machinery. It lubricates and helps it materially in the daily grind. Coffee is the one stimulant to the human system that does not have a reaction and therefore is not harmful. There is to-day no article of food, when properly handled, more delicious, appetizing or refreshing than a good cup of coffee. Nothing can take its place. Its natural and

inherent virtue is found only in coffee—it cannot be imitated. It has been eulogized by eminent men and poets have sung its praises. It is fast becoming a National drink and, gentlemen, you should use your good influence to continue to raise the standard on this most delicious, indispensable beverage.

The vanishing of war has long been prophesied, but the time when children should learn "chores" no more has been beyond the vision of the boldest. Yet it has come upon us, and parents are urged to "go to some pains to find light and regular work for boys to perform." The easy injunction, "Run away and play," like so many easy things, will not do. In addition to making a living and a home, fathers and mothers must now make work for their boys and girls. In the old days work just naturally created itself. The stoves of the period were so constructed as to consume all the wood that could be put into them during one's spare hours. Houses were set back from the street in order to ensure that boys should have something to do when the snow fell. Pumps were ingeniously constructed to freeze up, so that, on mornings when the thermometer was below zero, boys should have to carry boiling water to pour into them. Everything worked together to compel youth to be industrious. Now, by some ironical turn, chores are vanishing of their own accord, while child labor has to be fought against. But there is one compensation: Play is

becoming so scientific that it will soon seem like doing chores.

There is no pain in hunger if you only make your stomach believe it is full. The way to do that is to keep the mind occupied about other things. If a person could do that, death by starvation would be about as painless as any one could wish. At least that is what the assistant professor of physiology at the University of Chicago avers, and he has gone without food for five days, just to test his theory and see how it worked. He said he kept his mind occupied constantly about other things and did not suffer to any great extent. Most people are willing to take his word for it and let it go at that.

Our idea of a sensible man is one who has little to say about what he has done, and nothing at all about what he is going to do.

Occasionally a man wins a fight because he hasn't the nerve to run away.

**Judson Grocer Company**  
The Pure Foods House  
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THE EASIEST WAY  
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Send for Samples and Circular—Free.  
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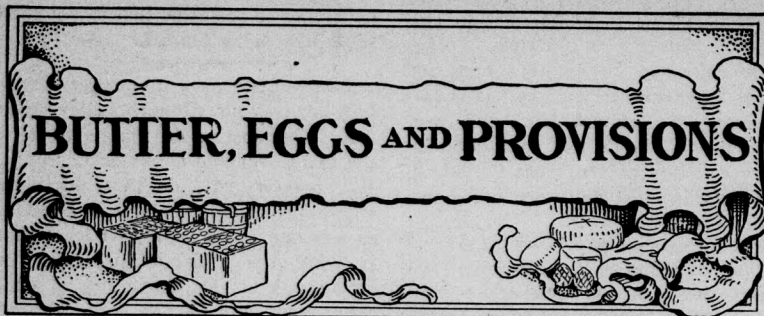
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Will stimulate your trade. Handled by all jobbers.

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GRAND RAPIDS





## BUTTER, EGGS AND PROVISIONS

### 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, Williamston; C. J. Chandler, Detroit.

### Relative Merits of Drawn vs. Undrawn Poultry.

During the past few years numerous cases of so-called ptomaine poisoning have been attributed to the use of cold storage poultry. In the majority of cases no bacteriological examinations were made, and it is, therefore, reasonably doubtful if the cold storage fowls were in every case, if at all, responsible for the trouble caused. We have this on high official authority. Nevertheless, there are a certain number of cases, undoubtedly, in which the meat of such fowls has produced serious disturbances and consequently there is a tendency on the part of the public to regard cold storage poultry with suspicion. The undrawn condition of the fowls is believed by many to stimulate decomposition during cold storage. Laws have, therefore, been passed in certain states requiring poultry to be drawn before being placed in cold storage.

In Massachusetts, the question as to whether poultry should be kept in cold storage in a drawn or undrawn condition was made a subject of chemical and bacteriological investigations some years ago. As a result of these investigations it was found that it makes practically no difference whether the fowls are drawn or not, but they must be perfectly fresh when they are placed in cold storage.

In cold storage warehouses poultry is kept continually at a temperature considerably below zero, Fahrenheit; in fact the temperature in which poultry is kept in cold storage warehouses is ten below zero. At such a temperature no chemical or bacterial changes occur, the poultry remaining sweet and wholesome practically for all time, and the meat of fowls which have been properly handled after their removal from cold storage will be unimpaired in flavor and undistinguishable from that of freshly killed birds. The trouble resulting in dissatisfaction and criticism of poultry which has been in cold storage comes from the manner in handling after they have been removed from cold storage, and the fact that they have been in cold storage is not responsible for the trouble. Fish in cold storage are frozen as hard as flint. The writer has seen nails driven into a board with a frozen mackerel. In a

cold storage house in Boston there was at one time a turtle which had been frozen solid as a rock nine years. It will be remembered that the flesh of mastodon has been exuded from glacial ice in Siberia when it was found to be as fresh as when freshly killed.

About six or seven years ago, it might be a little longer, Northern Siberia furnished one of the striking illustrations of the great preservative power of low temperatures. In consequence of a landslide which occurred in that country the head of a mammoth or mastodon became exposed. It was so perfectly preserved that even the fleshy trunk remained. Only one tusk was broken. Famished wolves and half starved natives began to feast on the flesh. Then the Russian government went to rescue what remained. The work of excavation showed that the animal had fallen into the crevasse and had died in consequence of his struggles to clamber out. This was evident because the hind part of the body was still in the hole, while the fore feet were resting on solid ground. So violent had been the efforts to obtain freedom that the animal burst a blood vessel and died; at least there seemed to be no other explanation for the awkward position and the fact that the chest was found filled with frozen blood. In the stomach was a mass of coarse grass and a mouthful of this was fixed between the great jaws. In the severity of the struggle it would seem that the bone of the upper arm was broken, and in the animal's fight for breath at the last the tongue seems to have been protruded, for it was found hanging from the mouth.

The mammoth is a prehistoric animal, extinct ages and ages ago; therefore this animal had lain in cold storage for from ten to fifty thousand years, and when the flesh was thawed it made a welcome and palatable food for wolves and men. It has been found that low temperatures not only prevent the growth of bacteria but actually destroy a large number of them. Some authorities claim that 90 per cent. of the bacteria is destroyed by long exposure to temperatures approximating zero to Fahrenheit. It will be seen that cold storage fowls are even less contaminated than freshly killed fowls that have hung a few days.

If, then, cold storage itself cannot be made responsible for the troubles to which cold storage poultry has given rise, in some instances, where must we look for the cause of such

troubles? Provided poultry is in good condition when it is placed in cold storage the only possible cause of deterioration must lie in the method of handling the stock after it is removed from cold storage, as intimated above.

The public will not buy the frozen birds on this account. Marketmen are in the habit of thawing the fowls in water over night before they are offered for sale. Fowls thawed in this manner appear much like freshly killed birds. If sales are slow some of the birds thus treated are apt to be tainted before they reach the consumer, and it is these water-logged, if we may make use of the expression, birds that the public is most apt to know as cold storage poultry. At times, many of the fowls that have been thawed remain unsold after days of exposure when their condition is such that no one will buy them. To prevent serious losses dealers may be tempted in some cases to put the birds back into cold storage. Refreezing seems to remove the odor of decomposition and renders them able to be thawed and offered for sale a second time, when their flesh may contain dangerous decomposition products. The customer should, therefore, demand the frozen bird. The frozen or unthawed bird, as we have said, birds in perfectly fresh condition when they went into cold storage, are in every sense of particular as good as an absolutely fresh bird. If the bird is to be eaten the same day it may be thawed quickly by immersion in a pail of

hot water. In this case the contact with the water is so short that no appreciable amount of water is absorbed by the tissues. After removing from cold storage the undrawn poultry are found to show better keeping qualities than the fowls drawn in the ordinary manner. This is probably due to the fact that the bacteria which prepare the way for more profound processes of putrefaction in the intestines are destroyed in a great measure. By freezing intestinal putrefaction the bird keeps better.

The writer has discussed this subject with some of the most reliable poultry men in Boston, who have been unanimous in their assertion that undrawn is safer than drawn poultry, for the reason that if it is not drawn the poultry is sealed; if it is drawn there is an accumulation of moisture which with the air, may find its way into the interior cavity and therefore cause decomposition which would not occur had the bird remained undrawn.

To draw poultry destined for cold storage the organs are usually severed below the gizzard and the intestines are withdrawn through a small opening in the lower abdomen. Sometimes the crop is also removed. If this method of drawing is employed it is impossible to prevent a contamination of the abdominal cavity with intestinal contents, and when the fowl is removed from cold storage decomposition sets in more quickly than in the undrawn. If, however, the bird is drawn completely, that is, to sever the entire alimentary tract—crop, gizzard

### Try F. J. SCHAFFER & CO.

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### EGGS AND LIVE POULTRY

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### Shelbark Hickory Nuts and Walnuts Wanted

Advise what you have with price

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## The Vinkemulder Company

Jobbers and Shippers of  
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## Fruits and Produce

Grand Rapids, Mich.

### BEANS

Pea Beans, Red Kidney, Brown Swedish. Send us samples of what you have for sale. Write or telephone. Always in the market to buy beans, clover seed.

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.



and intestines, together with the glandular organs attached—the bird is practically safe from putrefaction.

We realize that opinions differ on the subject of drawn and undrawn poultry, but the writer, speaking on his own individual authority, believes that the weight of evidence deduced from practical experiences of men who have been in the poultry business all their lives, favors undrawn poultry.

It would seem, therefore, that the most effectual measure to guard the safety of the public is one which provides for the complete drawing of poultry to be placed in cold storage, but in this case also the consumer should buy the frozen bird and thaw it himself by exposure to the air.—New England Grocer.

#### Shipping in Mild Weather.

Bulletin No. 13 issued by National Poultry, Butter and Egg Association, addressed to members reads as follows:

Chicago, Dec. 10—You will recall that in the discussions regarding the handling and shipping of dressed poultry at our last convention, the keynote was "Safety First."

Dr. Pennington says that it is not safe to ship dressed poultry for long hauls unless the inside temperature is 32 degrees or less. Other practical packers say that they could take a chance at 40 degrees for inside temperatures for short hauls, but it is always safer to have a lower temperature if possible.

The temperature for the past week, including to-day have averaged about 40 degrees as a minimum and 65 degrees as a maximum. Poultry cooled under these conditions without artificial refrigeration cannot be cooled to a temperature at which it can be shipped safely, and we strongly urge all of our members and all packers of poultry to note present weather conditions and, not having refrigerator facilities, to pack their poultry in ice, being careful that the ice is in sufficient quantity to not only carry the goods, but also to finish chilling. Remember that poultry chilled and packed in ice at the last moment, because it has not cooled sufficiently to dry pack, requires twice as much ice as when cooled in the usual way for iced shipments.

Remember the experience last year and the disastrous effect it had on the entire dressed poultry business for the entire year, and do not let it be repeated this year. Our Association is working for better conditions, and this is the particular reason for calling your attention to this matter at this time.

Some cautionary suggestions are needed in connection with this advice. Shippers who pack poultry for shipment during the fall and winter and who have no refrigerator facilities for proper cooling before packing, cannot, in our belief, avoid great danger of spoilage by using extra ice in the barrels if the body temperature has not been properly reduced before packing. If a shipper has ice with which to pack under weather conditions which make dry packing unsafe, he can at least rig up a temporary ice cooled refrigerator room large enough to hang his birds in after killing and dressing until the inside temperature is reduced to a point below 40 degrees (to be tested with a suitable thermometer), which is about the maximum body temperature for safety in packing, even when shipping in ice.

#### Benefit of Storage.

From Washington readers of the daily papers are advised that just because the turkey which gladdens your eye on the dinner table at holiday time was killed months ago down near Dallas, Texas, and has been in cold storage since is no reason to worry. At least the experts of the Department of Agriculture who are so keenly on the trail of infected foods of any kind, and particularly of infected animals and poultry, so state. "It all depends," said Dr. Wharton, of the Department, "on how the turkeys were killed, how they were dressed and how they were stored. If the process throughout was scientific and careful the birds will be absolutely all right for food. Indeed they will be fine. As to the quality of the 2,000,000 pounds of turkey said to have been stored near Dallas, Texas, and to be on the market now, I am not informed but the fact that they were in cold storage for a year or a little over is not important."

#### Process Regulation.

The United States Department of Agriculture has amended Regulation 21, governing the labeling of renovated butter to read as follows: "All coverings or wrappers of prints, bricks or rolls of renovated butter, whether paper or cloth, must have the words 'Renovated Butter' in one or two lines marked, branded, stenciled, or printed thereon in black or nearly black upon white or light ground, in full-faced gothic letters not less than three-eighths of an inch square, so placed as to be the only marking upon one side or surface of the parcel so packed. All packages of renovated butter shall have the weight of the contents thereof plainly and conspicuously marked on the outside of the package in accordance with the rules and regulations prescribed under the Food and Drugs Act of June 30, 1906."

#### One Hundred Fifty-six Apples a Year Your Share.

America's apple crop, at a reasonable estimate, this year will approximate fifty million barrels. This sized crop would furnish one-half barrel, or 150 apples, for each member of our population. An apple a day eaten out of hand by Uncle Samuel's family from October to March would consume our entire crop. This makes no allowance for pie, apple sauce, and baked apples.

Our normal export of apples is about two million barrels, so should no apples go abroad this year we can each be allowed a half-dozen more, 156 apples per capita. Really our apple market should not suffer if those six apples are kept at home.

Many a man who thinks he knows it all doesn't even know why a hen lays an egg instead of standing it on end.

#### Judson Grocer Company

The Pure Foods House

COME IN

## HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

#### Satisfy and Multiply

Flour Trade with

#### "Purity Patent" Flour

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



#### Geo. L. Collins & Co.

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

29 Woodbridge St. West  
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#### POTATO BAGS

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

#### ROY BAKER

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104-106 West Market St.  
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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

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## 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



## 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

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## FIGURING PROFITS.

## Where Too Many Merchants Fail to Score.

"A retail merchant bought a suit of clothes at wholesale for \$16. How much would he have to sell it for to make a profit of 25 per cent?"

This is a problem found in a school arithmetic used in Dallas. This department of the book was called "Gain and Loss." The result as given in the key to answers found in the back of the book was \$20.

That goes very well for a boy in the fifth or sixth grade at school. But for the man conducting a retail clothing store the real question is: "How much would a merchant lose who figured his profit and loss account in this manner?"

I have sprung the following problem to several of our school boys: A retailer handled a stove costing him wholesale \$10. He wished to make a profit of 10 per cent. His cost of doing business he estimated at 18 per cent. What should be his selling price?

The answer is not \$12.80, but \$13.89.

My way of figuring has caused some excitement among our school teachers, who claim that I have not worked the example correctly. They seem to think that this is just a "grafting" way the merchants have of figuring up their profits.

In the problem of the suit purchased at wholesale for \$16 and sold for \$20, the difficulty is not so much with the method of working the problem itself as it is with the things the problem takes for granted. As a simple problem in percentage it is correct, because 25 per cent. of \$16 is \$4 and the sum of \$16 and \$4 is \$20.

This method is probably correct from a pedagogical point of view, because in the school room every problem must be simplified to the comprehension of the student.

The school boy is not interested in (but the business man must know) just how that percentage figure is found. If at the end of a year he figures his profits on the basis of his total sales the method is wrong. If he figures his profits on the basis of the sum total of the purchase money turned over to the jobbers and manufacturers for good sold during the year, the method is correct.

But in actual practice most merchants figure profits on the basis of total sales. Applying this percentage of profit computed on the basis of total sales to the purchasing price of any individual item has been the reason why many seemingly prosperous merchants have left bankrupt estates to their widows and heirs.

The science of cost accounting is a very recent study, but a very important one. Each kind of business has had to work out its own particular problems in this direction, but even in its more general phases it is just now beginning to receive attention on the part of text-book writers. It is therefore no reflection on our schools or teachers to point out the fact that there is much confusion in the minds of those to whom we ordinarily look for direction.

But that there is a great deal of confusion cannot be questioned—a confusion that is so current in the business world itself that it readily accounts for the large proportion of business failures that occur every year and for the bankrupt estates of apparently prosperous business men.

The problem of the stove is one of comparatively simple percentage. The confusion naturally arises in applying percentage figures originally arrived at on the basis of total sales to the individual sale.

To get the terms of the problem clearly in mind we must know just how the percentages with which we deal are arrived at.

Suppose, for illustration, that a retail merchant is going over his last year's business. Suppose that he finds that his total sales amounted to \$10,000. That includes every last cent he took in over the counter. In other words, that \$10,000 exactly equals the gross total selling prices on merchandise sold during 1912.

Now he goes over his books again and finds that his various necessary expense items, rent, salaries, deliveries, light, heat, advertising, insurance, losses, depreciation, bad accounts, etc., amount to \$1,800.

That \$1,800 is just 18 per cent. of \$10,000, his gross sales. If he made \$1,000 profit (net), that is 10 per cent. on the same \$10,000 gross sales. The cost of doing business added to the profit therefore equals 28 per cent., not of the cost of the merchandise, but of the selling price of all the merchandise sold. The first cost of the merchandise is found by adding the business charges (\$1,800) and the profit (\$1,000) together, making \$2,800, and subtracting this from the \$10,000, the answer being \$7,200. This is 72 per cent. of the \$10,000 gross sales.

Stated concisely, this means that the \$10,000 gross sales equals 100 per cent., of which 18 per cent. is the cost of doing business, 10 per cent. the profit and 72 per cent. the cost of merchandise at first hand.

In pricing an article, you have the cost of the article as charged to you by the jobber or manufacturer—the selling price must be figured. From the figures and percentages compiled from the last year's records (as per above) you know the cost of the article is 72 per cent. of the selling price you must charge if you are to continue to do business on the same basis.

The stove was billed to you at \$9.25 and the freight charge brought this cost to you up to \$10. Many people who are not familiar with the practice of business may imagine that you are charging that 75 cents in twice—once on the cost of the article, and again in the cost of doing business. Of course, this is a mistake, as the first carriage costs are charged to the merchandise account and not to general expenses.

If the cost price is 72 per cent., the selling price (100 per cent.) is found to be \$13.89.

Take the same figures as above: Cost of doing business, \$1,800; net profit, \$1,000; cost of merchandise, \$7,200; total sales, \$10,000. But \$1,800 is

## House of Quality

Western Michigan Distributors

## "AA" Brand Oranges

The Best and Sweetest Grown



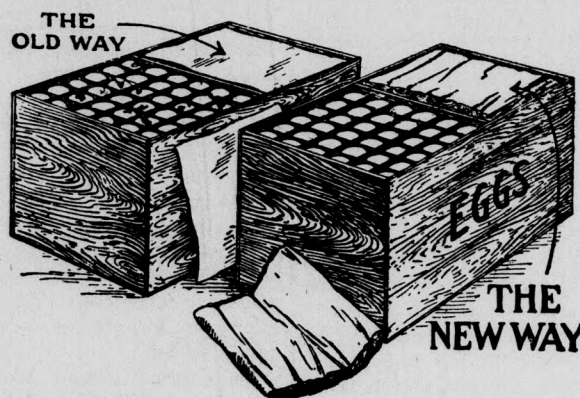
A. Casabianca &amp; Son

Grand Rapids, Michigan

Western Michigan's Largest Mail Order House

## 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.



not 18 per cent. of \$7,200, but 25 per cent. The \$1,000 profit is not 10 per cent. of \$7,200, but within a slight fraction of 14 per cent.

With these latter percentage figures, the same problem of the stove can be worked on the basis of the cost price of the merchandise. Now the cost is 100 per cent.; cost of doing business, 25 per cent., and profit nearly 14 per cent. The selling price is therefore 139 per cent.

That is to say, as we have already shown, that 18 per cent. on the selling price is equal to 25 per cent. on the cost, and 10 per cent. on the selling price is equal to 14 per cent. (nearly) on the cost price. Adding 25 and 14 per cent. together, we have 39 per cent. to be added to the cost price; 39 per cent. of \$10 (the cost of the stove) is \$3.90, making the selling price \$13.90. The difference of one cent between this and \$13.89 as figured the other way is merely the slight fractional difference in estimating the profit at 14 per cent., which, strictly speaking, is just one-ninth of 1 per cent. too much.

The whole matter with problems of this class is to make your gross figures consistent. If you figure out your percentage on gross total sales, make your percentages apply to selling prices—don't switch them unconsciously to cost marks.

We have emphasized the importance of figuring costs on the selling price instead of on the cost price, because the former method is more generally

used, is easier, and on the whole much simpler.

It can be done the other way, but the same method of figuring must be used on the individual items as on the annual volume of business. Confusion at this point is fatal.

An old story goes that a certain man had a horse that cost \$50. Later he wished to sell the animal and met a horse trader who offered to sell the horse for \$75 if the owner would allow him a commission of 33⅓ per cent. It looked like a nice profit. The horse was sold and the trader handed over just \$50, or \$75 less one-third for commission. There was no profit in the transaction because the owner did not think to figure on the selling price rather than on the original cost.

In the discussion of this kind of a problem, the mere arithmetic may bother some merchants, but much of the difficulty others find is not mathematical at all. The idea that a buyer at retail is compelled to pay \$3.90 more to the retailer than the retailer paid to his jobber or manufacturer is more often the stumbling block to the right comprehension of the solution to this problem.

Every retailer should be prepared to show his customers just how it would cost the manufacturer vastly more to place the same stove in the buyer's home than is ever charged by any reputable retail dealer. The manufacturer who attempts this must be prepared to advertise in every National and local publication read by

householders, and this would not only be a vast expense in the aggregate, but one that would be felt in every individual sale made. Delivery charges are far heavier on such individual shipments than on the carload lots that retailers handle. Then errors and misunderstandings would constantly arise in ordering and delivery and all the way down the line there would be expenses that would greatly overbalance the thrifty retailer's method of doing business.

In the retail store the customer can see exactly the article that is to be delivered. He can take it or leave it—someone will want it to-morrow if not to-day. There are no long delays and few disappointments. The retailer attend to all the mass of detail incidental to ordering from a distance.

A case comes to mind now of two brothers in a Northern city who manufactured stoves and consigned their product direct to consumers. The stove was a good one and a jobbing friend pointed out where he could handle the distribution of their stoves more economically for them than they could for themselves. One brother saw it this way, but the other did not, and they fell out over the matter, finally settling it by the first brother selling out his interest in the business to the other. Then this first brother set up in business for himself, manufacturing practically the same stove under another name and selling it through the jobber and retailer. The two stoves retailed at the same price (except when some

retailer for one reason or another saw fit to reduce the regular retail price) and both prospered. Cutting out the "middle man" does not reduce prices—frequently it raises them.

The retailer is performing a real service—and a service that has its costs as well as its profits. The good book says: "And the servant is worthy of his hire." He earns it and he should get it. If he does not he will soon be brushed aside and another will perform the service and receive reward.

Right now the public is busy figuring up the "high cost of living," and laying the blame for same on the present method of distribution. And the investigations now going on are no doubt a good thing. The light never hurt any institution or any method that had any real value. But retail merchandising was never so efficient as it is to-day. Never before were retailers so anxious to discard wasteful methods and to adopt more progressive and more economical ones. This very discussion of how to figure profits is such an indication. It means that in the future there will be fewer failures and far better service than ever in the past.

The retailer is here to stay, but the twentieth century store is benefiting by the criticism of the failures of the past.

H. C. Lenington.

**Judson Grocer Company**

The Pure Foods House

COME IN

## A HALF CENTURY'S EXPERIENCE

Has convinced us that the way to success is through honest effort, square dealing and a firm determination to please the people, first, last, and all the time. Such was our policy when we first embarked in the milling business, and we have since had no reason to change our views. 🍞 🍞 🍞

### The Voigt Products

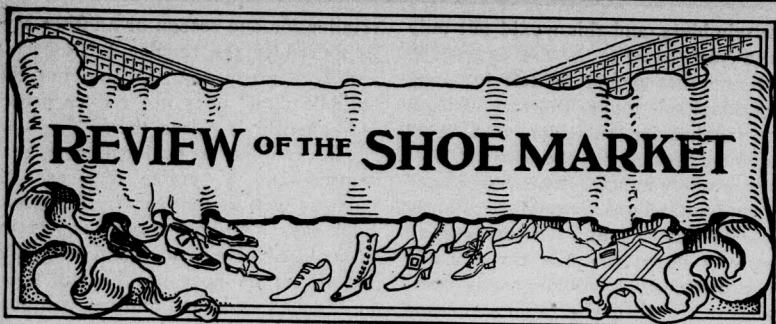
VOIGT'S CRESCENT, The best for bread and pastry  
VOIGT'S COLUMBIAN, Strictly a spring wheat flour  
VOIGT'S CALLA LILY, A Kansas hard wheat flour  
VOIGT'S ROYAL, A fancy winter wheat patent flour

Are based upon principle, modern methods, skilled labor and the best of material, fast gaining for us public favor and placing us at the head as the most popular and progressive millers of the day.

We solicit your patronage and hearty co-operation in advancing the milling interests in Michigan

**VOIGT MILLING COMPANY**  
**GRAND RAPIDS** **MICHIGAN**





### Building a Shoe Trade on Solid Foundations.

Written for the Tradesman.

It's the customer who returns again and again that counts big in the success figures of the retail shoe store.

A patron double-cinched—the man or the woman who invariably thinks of you and of your store when in need of a pair of new shoes—is the one of whom you think with greatest satisfaction.

Transient and occasional sales are not to be despised, to be sure; but after all this class of business is inconstant, variable, and sporadic. But you can't tie to it, for it doesn't stay put; and you can't cater to it with much satisfaction to yourself, for you don't have a chance of getting a line on it.

But the case is different with the constituency that is your very own. For these people you know; their likes and dislikes, their preferences and their prejudices, their individualities and their buying capacities. These are the people who constitute your clientele or your following. And any shoe dealer of any community who has a sufficient number of them is going to be a permanent success in that community.

#### The Satisfied Customer.

It is an unfortunate thing that such phrases as "the pleased" or "the satisfied customer" are sometimes considered trite expressions.

One must admit they have been tossed and bandied about a good deal. And, to be perfectly frank, one cannot deny that they have been prostituted to ignoble purposes in insincere and highly questionable advertising appeals.

But the abuse of a good thing is no valid argument against its legitimate usage; and the fairest words and phrases ever minted have been juggled by commercial tricksters and made to do service in the interests of unworthy causes.

And anyhow you cannot get away from the basic fact that some customers are pleased or satisfied with the results of a given purchase, while others are not.

And the feeling of satisfaction or dissatisfaction in the purchaser's mind is contingent always upon two things: first, a something in the customer's mind; second, a something in the article exchanged, and in the manner of the exchange. The first is subjective, the latter objective.

It is not my purpose at this time to push the analysis further, and the customer into a mental attitude unwarranted by the fact in the case; I

am merely stating a psychological principle that every merchandiser ought to understand.

The wares you sell, and the methods of salesmanship you employ in the selling of them, are either satisfying your trade or they are not. Not many people are wholly neutral or negative in their shopping; if they are not for you, they are pretty apt to be against you.

Therefore the sales of to-day should have reference to to-morrow's sales. In other words, present business should pave the way for subsequent business.

The shoe dealer who desires to build an enduring business must not build on the sand; he must lay the foundations of his business deep and broad—he must build on good will. He must have satisfied customers. And in thinking about satisfied customers he must not use the term in a Pickwickian sense. He must realize that the phrase means precisely what it purports; namely, satisfied shoe patrons.

#### Why Customers Return.

It is a mistake to assume that customers return simply because men and women—particularly men—are creatures of habit, and therefore visit a certain store, when in need of a given commodity, just because it is easier to travel a beaten path than it is to forge out on some new and untried way. There is a certain element of truth in such a theory, but there are dangerous implications in it for the man whose substantial prosperity depends absolutely upon service rendered. The danger lies in the fact that this comfortable theory leads the shoe dealer to become lax in his service.

Over against this habit dogma—which can very easily be exaggerated out of all proportions to its intrinsic value—please remember that customers return to your shoe store primarily because they believe that you give them substantial shoe values and bona fide service, for their money. Their good will isn't a product of legerdemain on your part, or on the part of your salesman. You haven't hypnotized them, or merely "wished" them back. If they come back at all, it is because they believe it is worth their while to do so. Having gotten a good pair of shoes at a given price, and having received in your store the courtesy and consideration to which they feel themselves justly entitled, they are prompted to visit your place of business another time, when in need of merchandise in your line.

Many things have doubtless contributed to the favorable impression

they have acquired of you and of your store; window displays, newspaper advertising, the merchandise, stock arrangement, furniture and fixtures, interior trims, ornamental accessories, and what not—but the thing that gave substantial validity and determining potency to their favorable impression of you and of your store, was the good shoes they bought and the good salesmanship that caused them to buy.

That's the reason advertising men who have dug into the core and heart of scientific publicity are absolutely a unit in their contention that good will is the best advertising medium in all the world. Everything else may be considered as collateral aids, external methods of approach, subordinate and tentative devices, whereby you get a chance at your prospective and potential customer; but once you or your salesman is face to face with the customer, the matter is on an entirely different footing; now it's strictly up to you or to him to make good. In those tense moments when you or your salesman face the customer, your merchandise and your merchandising methods are under appraisal; and in those swiftly passing moments, so big with opportunities for you and for him, somebody's good will is going to be gained or lost.

And right here is where a lot of high class and expensive advertising of many different kinds, fails to connect. Indifferent, defective, inexperienced salesmanship dispels an illusion, queers a splendid prospect, and misses a fine opportunity. The retail distri-

bution of shoes necessarily involves the personal-touch element; and it's in the personal-touch realm that good will is made or lost. And the final estimate of all salesmanship depends upon its potency as a good will producer.

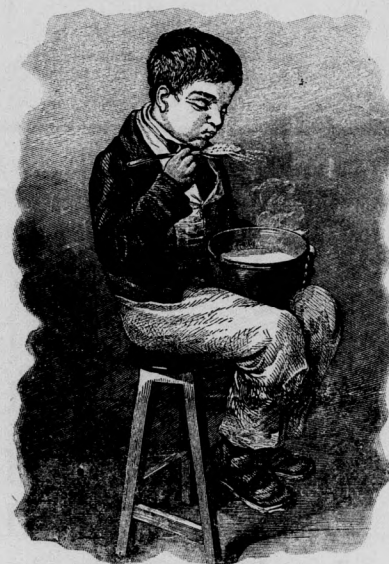
Therefore the most valuable salesperson is the one who can create most good will for his employer. The weekly or monthly sales record does not exhibit all the data of a salesman's efficiency. It is highly important that a salesman be able to make a good showing in the amount of sales for a given length of time; but an analysis of his sales would have to be made to determine whether or not he is a profitable employee. The ability to create a lasting good will—and actually bring customers back to the store when new shoes are needed—is a very vital matter in salesmanship.

Cid McKay.

#### Keeping up a Correspondence.

"Do you write often to your husband when you go away for the summer?"

"Yes, I have to. He never gives me money enough at one time to last very long."



## Hot Stuff

goes well on a cold day. So does warm footwear.

Glove Brand Rubber Arctics and all other styles of Glove rubber footwear leave a good taste with your customer that lasts until ready for the next pair, for they wear their money's worth. Size up your stock with the Glove Brand.

### HIRTH-KRAUSE COMPANY

Shoe Manufacturers and Jobbers

Grand Rapids, Michigan



### Retail Shoe Dealers Puzzled by Present Situation.

Written for the Tradesman.

The retail shoe trade throughout the country has felt the influence of unseasonable weather conditions. Owing to the almost unprecedented absence of rain and cold in pretty much all sections, footwear demands have not been anything like as encouraging as the trade could have wished.

Although the time has fully arrived for definite action with reference to orders for next spring and summer, retail shoe dealers and merchants of sundry lines for next spring and summer, retail shoe dealers and merchants of sundry lines handling footwear, find it hard to be optimistic concerning the remote season when the season now on is proving so disappointing.

Shoe manufacturers throughout the country are confronting a condition forced upon them by the shoe merchants which is resulting in an increasingly large volume of advance orders for the succeeding season being placed anywhere from one to six months later than these advance orders should be placed with the manufacturer.

Quotations indicate that the leather market is firm and prices are steadily advancing. The increasing foreign demand for American-made leather and the falling off of importations of leather and hides hitherto counted on by the boot and shoe industry, plainly point to the fact that leather is going to be higher before it is cheaper.

#### Dealers Taking Their Time.

In spite of this fact, however, shoe dealers are taking their time in placing their orders.

And the reason is, retail shoe dealers are frankly puzzled by the present situation. They want to jump, but they are not quite sure which way to jump.

A prominent Cincinnati shoe manufacturer sums up the retail shoe dealer's attitude in this way:

"A majority of the shoe dealers today believe that they can place their orders with the manufacturer at any time they desire, and place them with the proviso that delivery be made within thirty days. They are confident that we will deliver within thirty days if required to do so.

"This condition has arisen in the trade during the past two years. Before that time the manufacturers obtained their orders from the merchants six months in advance and had no difficulty in doing so. Having booked his orders for the succeeding season the manufacturer knew just where he was heading, how much stock to buy and to what point he should keep his organization keyed up for steady work in producing the next season's output of footwear. Two years ago the dealer felt that he owed it to himself as well as to the manufacturer to place his orders early. Today he places them when he gets ready to do so and demands that they be produced within thirty days, in case the dealer is rushed for the shoes and wants them within that time. He demands this with all confidence due

to his belief that if one manufacturer will not accept his orders on these terms there are others who will be very glad to do so.

"This is the problem which manufacturers face to-day, and it is one that will find its solution in the return of the demand for footwear which will make it possible for the manufacturer to refuse the shoe dealer's orders unless they are placed from four to six months in advance of date of delivery."

#### Why Dealers Hesitate.

This same authority on shoe topics goes on to say that the reason retail shoe dealers are hesitating in placing their orders now is due to two things; the first of these is that merchants themselves are not quite decided in their own minds what styles to buy for next spring and summer; and the second is, they don't know in what volumes to buy.

There is such a variety of shoe styles, and so many and diverse claims of manufacturers apropos the styles of their several houses, the shoe dealer is frankly up a tree. It's lo here, lo there, and lo somewhere else; and who under the sun can intelligently say what to do and where to turn?

And you can't blame the shoe dealer, for safety first is a primary consideration with him; so he is putting off buying as long as he can, acting upon the principle that the nearer the season approaches, the more accurately will he be able to gauge the style-demands thereof.

#### Stock Departments Afford Relief.

There are two ways in which the aggressive shoe manufacturer can meet a situation such as confronts him at the present time. First, he can keep himself prepared for quick action in making shoes on four weeks' delivery; or, in the second place, he can maintain stock departments which must include not only staples, but also novelties in women's and misses' footwear.

The first of these alternatives is more or less hazardous for the shoe manufacturer, for it often happens that the particular last over which the dealer's order for shoes must be made is being used in making up other orders. And that puts the manufacturer up against a difficult proposition. And the disadvantage to the retailer—and finally to his customers—is that shoes that are rushed through are never so satisfactory as those that have gone through in the usual way.

And herein lies the principal reason for the phenomenal development of the in-stock department. It was only a few years back that the number of manufacturers maintaining stock shoe departments was comparatively small. But the service to the cautious retailer implicit in the stock department quickly commended itself, so that one is not putting the matter too strongly in saying that the inauguration of the in-stock department really marks an epoch in the development of the American shoe industry.

During the last few years more and more dealers have been availing themselves of the opportunities afforded by stock departments; and particular-

ly at this time, when retailing conditions are more perplexing than usual, it is a safe bet that stock shoe departments are going to become increasingly popular during the next few months.

One important point, however, the retailer should keep in mind; and that is that in-stock departments cannot promise definitely a certain price six months in advance of delivery. Those who depend upon stock shoes must inevitable lose a chance of buying them cheaper now than they will be able to buy them three to six months hence.

Of course every dealer should know his own proposition more intimately than anybody else; but other things being equal, it looks to me like a pret-

ty safe bet to buy staples and locally popular lasts now—placing a conservatively safe order with your manufacturer—at a certain figure. If you wait several months and order stock shoes, the chances are you'll have to pay more.

Cid McKay.

When a girl is six she weeps if the seams of her best doll loosen up and let out sawdust. When she is 26, if her beau doesn't loosen up and spend some, she's equally peeved.

**Judson Grocer Company**

The Pure Foods House

COME IN

## 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



### To our Friends in Trade

We wish to express our appreciation for your many evidences of good will, and extend to you and yours Holiday Greetings. ❄ ❄ ❄

Rindge, Kalmbach, Logie Company





### Marked Improvement in Trade and the Industries.

Written for the Tradesman.

The time has at length arrived when it can be said—calmly, confidently and without any possibility of overstatement—that good times are on the way for this whole country of ours.

Inasmuch as students of economic conditions are not, by any means, agreed amongst themselves as to the causes of the recent business depression in this country, we can very well dispense with a discussion of the wherefores of the troublous times through which we have been passing.

The one big, tremendously significant and thoroughly gratifying fact now apparent is this: business is looking up in this country—everywhere—in the East, the West, the North and the South.

November produced more than it promised; more, in fact than the most sanguine dared hope. The month closed with greater reason for confidence than could have been suggested by the most optimistic at the end of October.

Distinct progress in the direction of the normal, insofar as finance is concerned, was made week by week; but the business of the country did not keep pace with this steady improvement in financial conditions. But now business is going ahead in a most encouraging way, and bids fair to catch up.

Owing to the bountiful harvest in the West and the Middle West—for which there is a heavy foreign demand—naturally these favored sections are recovering a little more quickly than other portions; but the oncoming wave of prosperity is country-wide.

Many factories of the West, the Middle West and the East report large orders from the warring nations of Europe—orders for trucks, soldiers' shoes, blankets, underwear, mattresses, rubber goods, military harness, flour, cotton goods, etc. The iron and steel trade is looking up. Mills are resuming. And copper, in spite of the advance in price, is strong.

Machine tool producers, in many widely separated sections of our country, have been booking unusually heavy orders—and this is an unmistakable symptom of substantial optimism; evidently many manufacturers are confidently expecting unprecedented business in the near future.

Even in the South, where business was hardest hit by the unparalleled situation of a bumper crop with no demand therefor, the cotton situation is improving perceptibly and times are getting better right along.

Many customers of foundry iron in the Eastern territory have but recently made haste to place orders for their pig iron requirements during the first quarter and first half of 1915, and in some sections prices have advanced from 75 cents to \$1 per ton.

Flour men of the big milling sections of the West and Middle West say the export trade is increasing, and they are confidently anticipating big revival in trade during the next three months.

The South American trade is opening up to American manufacturers in a most encouraging way, while the demand for American-made goods by the countries of Europe, whose productive plants are for the most part closed down, is growing week by week.

A New York financial journal published recently an interview with Henry Clews in which he said:

"Evidences of progress are multiplying daily. The Federal bank has made a good start; the New York Stock Exchange will soon open up for bond dealings; the Cotton Exchange has already reopened successfully; exchanges in various parts of the country are resuming; our foreign trade shows remarkable recuperation; sterling exchange is almost back to normal; the gold pool is being closed out; the cotton pool is now hardly necessary; money is fairly abundant and easy, and commercial paper is in decidedly better demand. Evidently the credit and financial machinery of the United States, which was so thoroughly dislocated by the war, is rapidly and surely returning to normal conditions."

Charles M. Schwab, President of a large steel company and an admitted authority on matters pertaining to that industry has just returned from Europe where he has been making a first-hand study of conditions. Apropos the situation, he says:

"The United States is going to be favorably affected by present conditions in Europe. For instance Germany was producing from 12,000,000 to 15,000,000 tons of steel annually, of which 8,000,000 to 10,000,000 tons were for export trade. As Germany can no longer produce that commodity, and is out of the markets for exports, a so much larger demand will be made upon this country. We are on the eve of the turning point in improvement in all branches of trade in America. Legislation has improved to such an extent that capital will have more confidence. This is the first time I have felt optimistic in regard to business conditions in the United States for three years, and I now have a really decided feeling that we are entering upon a period of great expansion and broad development of commerce and business."

America's opportunity has come. Indications of forth-coming prosperity are at hand. Business is not merely going to be as good as usual, it is going to be better than it ever has been—and it is going to be so overwhelmingly and universally good that the sons of pessimism are going to become a disappearing brotherhood.

Chas. L. Phillips.

#### Indirect Compliment.

"Do you know," he said, "that every time I look at you I have thoughts of revenge?"

"Why?" she gasped.

"Because," he answered, "revenge is sweet."

Then she told him she thought tomorrow would be a good time to see papa.

To reform the world, begin at home.

## A Merry Christmas to You

And here is something to make it so

## Hood Rubbers

Think of the millions who are happy to-day because they are wearing Hood Rubbers

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

## 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.



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 24.—In the matter of Lewis J. McNaughton, doing business as the Champion Quick Repair Co., Lowell, the final meeting of creditors was held this date. The final report and account of the trustee, showing receipts of \$301.08 and disbursements of \$5 for administration expenses and a balance on hand of \$296.08, was considered and the same appearing proper for allowance and there being no objection thereto, was approved and allowed. There not being sufficient assets to pay the administration expenses and preferred claims in full, it was determined that no dividend be declared and ordered paid to general creditors.

Nov. 25.—In the matter of Lura Gardner, bankrupt, formerly operating a millinery business at Grand Rapids, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts of \$69.73 and disbursement of \$25 on preferred mortgage claim, by order of the District Judge, and a balance on hand of \$44.73 was considered and allowed. There not being sufficient assets to pay the administration expenses and preferred claims it was determined that no dividend be declared and ordered paid to general creditors.

Nov. 27.—In the matter of Bailey Electric Co., bankrupt, Grand Rapids, a special meeting was this day held to determine whether or not the trustee shall be authorized and directed to institute suit against certain of the stockholders of the bankrupt for alleged unpaid stock subscriptions. The matter was discussed informally by creditors and the hearing and final determination in the matter adjourned to Dec. 11. Claims were allowed against the estate.

Nov. 30.—In the matter of the Dearborn Corporation, bankrupt, formerly operating a printing and engraving establishment at Holland, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts from sale of assets, accounts receivable and settlement of proposed suits against stockholders for alleged unpaid stock subscriptions, \$4,399.91; disbursement for preferred claims, administration expenses and trustee's commissions, \$371.41 and a balance on hand of \$4,027.50, was considered and the same appearing proper for allowance and there being no objection thereto approved and allowed, including item of \$63.36 interest, added at the final meeting, making total assets, \$4,150.86. Petitions for allowance of attorneys, extra compensation to the trustee, etc., were considered and allowed after reducing the amount of same, and the final order for distribution entered, first and final dividend of 94-10 per cent. declared and ordered paid.

In the matter of Harry J. Moore, bankrupt, Howard City, special meeting was this day held on the petition of Lloyd J. Talcott for the reclamation of certain of the assets. Petitioner claims he is entitled to reclaim because of his statutory rights as a minor. The matter was submitted and the decision of the referee reserved pending filing of briefs of counsel.

Dec. 1.—In the matter of Grand Rapids Auto Co., bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made verbal report through the custodian, G. S. Norcross, which was approved and the receiver discharged on turning over the assets to the trustee. By unanimous vote of creditors Clyde L. Ross, of Grand Rapids, was elected trustee and his bond fixed at \$2,500. Truman M. Smith, J. B. Valade and J. V. Throop, all of Grand Rapids, were appointed appraisers. The trustee has qualified, inventory has been made and the trustee given authority to make sales of the property as quickly as possible. The expenses of occupying the present premises are large and it is the desire of the trustee to eliminate the expenses as soon as possible. Reports will be filed from time to time as the sales are made.

Dec. 2.—Joseph Seng, doing a general commission business at Muskegon, has this day filed a voluntary petition in bankruptcy, the adjudication has been made by the referee in the absence of the District Judge. The first meeting of creditors has been called for Dec. 15, at which time creditors may appear, elect a trustee, and transact such other and further business as may properly come before the meeting. The assets are small, aggregating about \$800, with about \$900 accounts receivable in addition. The following are listed as creditors:

Wallace A. Foote, Muskegon	\$ 350.00
Unsecured.	
B. D. Anguish, Chicago	\$ 185.20
A. E. Barker Co., Chicago	612.75
Butcher Folding Crate Co., Vassar	63.08
Bay State Maple Syrup Co., Boston	23.94
Central Produce Co., Benton Harbor	125.10
Carpenter-Udell Co., Grand Rapids	46.97
Lewis Echoff, Nunica	7.20

C. E. Ellis, Shelby	392.85
Ginocchio Costa & Co., Chicago	1,461.98
Gridley Maxon & Co., Chicago	121.16
Tug Helen B., Grand Haven	6.20
Husted & Wallace, Hart	148.30
C. F. Love Co., Chicago	280.24
A. L. McClay Co., Chicago	59.25
Elmer Northrop	162.97
W. W. Putney, Kent City	96.42
Wylie Bros., Shelby	473.64
J. E. Slater, Chicago	316.30
Vinkemulder Co., Grand Rapids	85.90
G. M. & H. Wagner & Co., Chicago	252.00
F. E. Lewellyn, Shelby	121.20
Wm. Heaton, Slocum	26.00
Geo. Seeman, Bailey	65.86
Frank Koks, Hart	154.24
J. Shaw, Slocum	125.00
J. O. Freleigh, Casnovia	86.70
J. Wade, Shelby	140.00
Harrison Garden, Muskegon	30.00
Evert Morton, Slocum	97.00
Wm. J. Ellis Co., Chicago	200.14
J. Friedhelm & Co., Chicago	50.00
Henry Martin & Co., Chicago	60.60
A. Casabianca & Co., Grand Rapids	259.02
Ellis & Bashara, Grand Rapids	380.00
Evert Morton, Ravenna Bank	74.64
G. W. Todd & Co., Rochester, N. Y.	20.00

Dec. 3.—In the matter of William C. Walsh, bankrupt, formerly operating a bank at Boyne Falls, the referee has this day decided that the bankrupt by his own acts waived his statutory exemptions in agreeing to make composition with his creditors which was not carried out. It is expected that appeal will be taken from the decision.

In the matter of William F. Eyles, the adjourned first meeting of creditors was held this date. The bankrupt was sworn and examined. The trustee filed report of offer for part of the assets and order to show cause has been issued returnable on Dec. 14, why such offer or other offers which may be received should not be accepted.

Dec. 4.—In the matter of Central Foundry of Muskegon, bankrupt, the first meeting of creditors was held this date. The claims presented were considered and allowed. By unanimous vote of creditors present and represented, Edward Meier, of Muskegon, was elected trustee and the trustee authorized to continue the business of the bankrupt as a going business. The first meeting was adjourned without day.

Dec. 7.—In the matter of John A. Innis, bankrupt, objecting creditor, I. N. Heft has filed petition for review of the decision of the referee heretofore made allowing the claim of Bessie R. Innis and certificate on review has been made and the matter is now up with the District Judge for review. The allowance of the claim carried with it the right for a portion of the claim to participate with the trade creditors of the former partnership of Heft & Innis in the distribution of the funds. Mr. Heft is assignee of the trade creditors.

In the matter of Gelder Millinery Co., bankrupt, Grand Rapids, the trustee has filed his final report and account and the final meeting of creditors has been called for Dec. 18. The final report and account shows the following: Total cash on hand, as shown by the first report and account, \$3,350.50; additional receipts as follows: From the receiver in bankruptcy, \$1,531.94; from S. M. Margolis & Co., \$339.35; from rebate on insurance, \$5.39; total, \$5,227.18; disbursements as follows: First dividend of 5 per cent., \$1,284.21; preferred labor claims, \$75.00, administration expenses since filing of last report, \$849.16, total, \$2,208.37, and a balance on hand for distribution of \$3,018.81. The estate will pay a further dividend of about 10 per cent. no doubt.

Dec. 8.—In the matter of Interchangeable Fixtures Co., bankrupt, Grand Rapids, the trustee has filed his final report and account and the final meeting of creditors has been called for Dec. 21. The account shows: Total receipts from all sources, \$13,466.14; Disbursements as follows: Preferred claims, \$5,740.61; administration expenses to date, \$1,645.68 and first dividend of 10 per cent. \$1,994.15, total \$9,380.44 and a balance on hand \$4,085.70; also showing assets in the possession of the trustee still to be collected amounting to \$2,823.66. The estate will pay further dividend of about 25 per cent., it is estimated.

Dec. 3.—In the matter of William Eyles, bankrupt, Grand Rapids, the adjourned first meeting of creditors was held this date. The bankrupt was examined by attorneys for creditors and the trustee and the meeting adjourned without day. The trustee filed petition for authority to sell certain of the assets at private sale.

Dec. 4.—In the matter of Central Foundry of Muskegon the first meeting of creditors was held this date. Claims were allowed. By vote of creditors, Mr. Edward Meier, of Muskegon, was elected trustee of the estate. The trustee was given authority to operate the business of the bankrupt as a going business until the further order of the court. This it is understood will shortly be discontinued and sale of the property ordered at public sale to the highest bidder.

Dec. 8.—In the matter of Maynard & Andrus, bankrupt, Sparta, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee showing total

receipts of \$1,740.91 and disbursements of \$1,281.19 and a balance on hand of \$459.72 was considered and the same appearing proper for allowance and there being no objections was approved and allowed. The matter of the declaration of the final dividend, and certificate as to bankrupt's discharge was reserved, pending filing of formal objections to the bankrupt's discharge.

Dec. 9.—In the matter of James Marasco & Son, bankrupt, Manistee, formerly doing a commission business at that place, the final meeting of creditors was held this date. Claims were allowed. Further proceedings were then adjourned to January 12, 1915, at 2:00 p. m. In the meantime the trustee will make effort to secure the co-operation of creditors in shape of advancements for the purpose of instituting proceedings to recover certain assets alleged to have been fraudulently transferred prior to the bankruptcy proceedings. The estate contains no assets at present and unless creditors come to the rescue the matter will no doubt be dropped.

Dec. 10.—In the matter of the Grand Rapids Auto Co., bankrupt, the adjourned first meeting of creditors and examination of the bankrupt was held this date. Officers of the corporation bankrupt were examined by attorneys for creditors and the trustee. The trustee was given authority to make sales of the assets without further notice to creditors in order to save expense, all sales to be reported and order confirming the same made by the referee. The trustee reported sales of certain of the assets for the sum of \$833.70 and order was entered confirming such sales.

Dec. 14.—In the matter of William Oviatt, bankrupt, Big Rapids, the final meeting of creditors was held this date. The final report and account of the trustee showing assets less than \$200 was considered and approved. Preferred claims and administration expenses are more than this amount so it is plain that there will be no dividend for general creditors. The matter is being held open pending decision as to preferred claim. The bankrupt formerly operated a small bakery at Big Rapids.

Louie Wade of Muskegon, has this day filed his voluntary petition in bankruptcy, adjudication made and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules show liabilities of \$922.83 and no assets not claimed as exempt by the bankrupt. The following are listed as creditors:

Nels Peterson, Muskegon Heights	\$144.33
Lake Shore Stone Co., Muskegon	198.66
John D. Wering, Muskegon	579.84

Dec. 15.—Pearl Hill, of Muskegon, has this day filed his voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting has not yet been called. The schedules of the bankrupt show liabilities of \$1,092.27 and assets are listed at about \$575, probably nearly all claimed as exempt. The following are listed as creditors:

Secured or Preferred.	
G. Meumeister, Muskegon	\$ 75.00
Muskegon Savings Bank	50.00
Union National Bank	75.00
J. C. Nolen, Muskegon	125.00
Unsecured.	
City of Muskegon	\$ 3.65
G. Haglund, Muskegon	6.00
Auto Equipment Co., Grand Rapids	3.05
Geo. McCullom, Muskegon	2.30

G. R. Muskegon Power Co.	4.71
Reid Auto Co., Grand Rapids	15.00
Lyons Machine & Mfg. Co., Muskegon	15.00
Lake Foundry Co., Muskegon	9.85
Wright Cooler & Hood Co., Muskegon	3.00
Beelby Supply Co., Grand Rapids	4.90
Muskegon Auto Co.	65.63
Muskegon Traction & Lighting Co.	5.25
Eggert Transfer Co., Muskegon	23.03
Muskegon Rag & Metal Co.	8.35
Muskegon Boiler Co.	.95
Rogers Electric Co., Muskegon	19.40
Central Machine & Auto Co., Muskegon	12.10
Prest-O-Lite Co., Detroit	5.60
Vulcanized Products Co., Muskegon	6.00
Koebel & Bennett, Muskegon	21.81
Piston Ring Co., Muskegon	1.80
Muskegon Vulc Co.	190.77
Standard Oil Co., Grand Rapids	53.56
Frank Alberts, Muskegon	50.00
Frank Alberts, Gus. Neumeister and John Campbell, Muskegon	125.00

The bankrupt was formerly a member of the partnership doing business as Young's Garage, and it is understood that the transfer was not made according to law and that petition to intervene by the other partner will be filed in the matter.

In the matter of John Rennell, E. Bert Potter and the De-Witt-Potter Co., adjudication was this day made on the involuntary petition filed by certain of the creditors and the matter referred to Referee Wicks. An order has been made directing the bankrupts to file schedules on or before ten days and upon the filing of the same the first meeting of creditors will be immediately called. The bankrupts formerly operated a tea and coffee business in this city, with routes in all parts of the city. Sometime ago a trust mortgage was given to creditors with Mr. Prendergast of the Worden Grocer Co. as trustee.

In the matter of Joseph Seng, bankrupt, Muskegon, the first meeting of creditors was held this date. Claims were allowed. By vote of creditors, Mr. Murray F. Jackson, of Muskegon, elected trustee and bond fixed at \$600. The assets are all covered by valid chattel mortgage and it is doubtful if there will be any dividend for creditors in the matter.

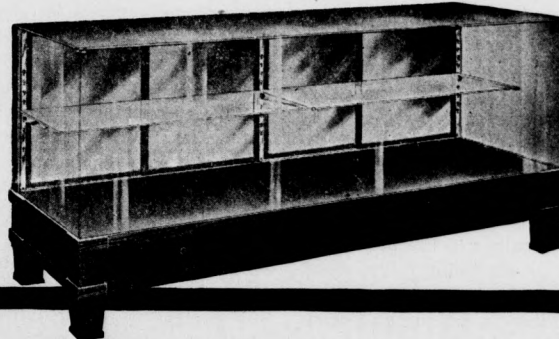
Dec. 17.—In the matter of Bailey Electric Co., bankrupt, Grand Rapids, hearing on the trustee's petition for authority to institute suit against certain of the stockholders for alleged unpaid stock subscriptions was held this date. It was determined that the trustee be not authorized to institute such suit unless creditors advance costs and also indemnify the trustee against loss and damage by reason thereof.

Dec. 18.—In the matter of Gelder Millinery Co., bankrupt, Grand Rapids, the final meeting of creditors is being held to-day. The estate will be closed and a final dividend paid.

### Judson Grocer Company

The Pure Foods House

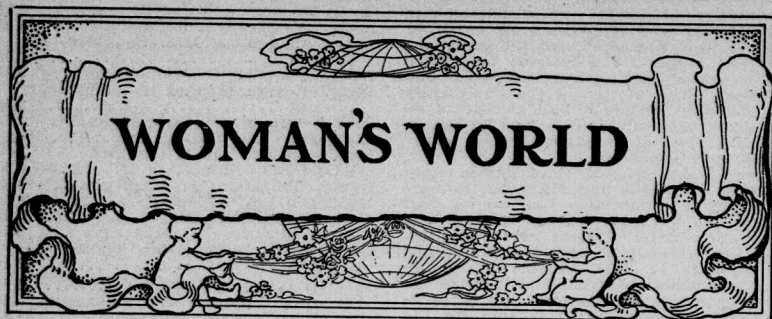
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"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

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





### A Christmas More After a Man's Heart.

Written for the Tradesman.

By the time this issue of the Tradesman reaches most of its readers, all preparations for Christmas, even to the last finishing touches and the final struggles of holiday shopping will be over or within a very few hours of over. The Great Day itself, by common consent the most important festival of the Christian world, will be at hand. The Day with its bustle and excitement, its exhilaration and surprises, its tender joys and hallowed associations, will come and go as have other Christmases in past years. Perhaps while the strenuous exertion that has gone into it is still fresh in mind, the sex that has made Christmas what it is may find time to settle down to a little sober reflection and to the drawing of one or two practical morals.

As just indicated, Christmas is largely the affair of the women. Its successes for the most part are womanly successes, its failures are womanly failures. Men supply the material means—they furnish the money. But it is women's brains that direct its expenditure, women's hands that perform the vast amounts of detailed Christmas labor. On the whole, women have done their part well, and the place which Christmas holds in our hearts is due in great degree to the love and unselfish devotion of the wives and mothers of the race.

The two central motifs of Christmas, the conferring of special happiness upon all children, rich and poor, high and low; and the general opening of hearts and purses to help the sad and the unfortunate and the destitute—these are so noble that they are worth many times over all that Christmas costs; so noble that they more than counterbalance the grave faults and serious excesses that have crept into our commemoration of the day. Any criticism of faults and excesses must in justice be tempered by appreciation for the higher and finer things which really are the predominant features of our holiday festivities.

It doubtless is inevitable that so great and so human a thing as Christmas should have its faults, inevitable that the faults of so great an institution as it has come to be should take their form and color from the tendencies of the age. Christmas is lamentably commercialized; but so is almost everything else. Our observance of the day is conventional, ostentatious often to the point of vulgarity, and to some extent artificial and empty. Unfortunately these failings do not inhere alone to the ob-

servance of Christmas, but are weak spots in our National life. We can not well have a different Christmas—one altogether sane and wholesome—until we ourselves are different and have become saner and better balanced.

A visitor from another planet, taking note of our celebration of our great holiday, surely would note along with the faults already alluded to, one glaring injustice in our extravagant festivities. This is that the men, who, as has already been said, supply material foundation on which the festivities rest, do not get their proper share of enjoyment. In the simple matter of presents they often are woefully slighted and in general their participation in the keeping of the day is somewhat reluctant and half-hearted.

As to the fewness of their gifts compared to the number received by their women folks, the explanation usually is that it is so hard to find anything suitable for a man. "We always remember Mother; let's be sure to remember Father this year," is a reminder put out by the storekeeper. To this it might be replied that if it were as easy to find a single item that would really please Father, as it is to find a dozen that will tickle Mother almost to death, surely the dear old gentleman never would be forgotten.

It might be well for us in these after-Christmas reflections to ponder a little on the question, Why is it so hard to find a present suitable for a man? The answer that naturally springs into the mind first is that it is because a man's tastes are so simple, the small possessions of which he habitually cares to make use are so few, the items that compose his wardrobe so limited in number and with only one or two exceptions, so lacking in ornamental and fancy characteristics. He has no use for more than one easy chair and one pair of slippers and does not care for more than a dozen neckties. It would be foolish to give the average man any one of those innumerable beautiful trifles that pass as common currency among women in the clearing house of their Christmas debts, and which constitute so large a proportion of holiday wares.

A man is not only incapable of being pleased and made happy with an article which has no utility and in which he can see no sense, he is incapable of pretending to be glad to get it. And he does not care either to receive or bestow a gift unless it expresses a deep and sincere feeling. The reason why it is so hard to find

a Christmas present for a man is psychological.

With the excrescences of our observance of the day—and the excrescences have become so great as sometimes to obliterate the more vital portions—with the outside show and the burdensome conventionality with which the day has been overloaded, the average man, the good, quiet citizen and father of a family is entirely out of sympathy. The more of a man he is, the more is he at variance with these phases of Christmas observance. A sissy may take pleasure in receiving and giving a large number of silly little gifts. But to the plain man, while he would not want the day to fall into decadence, because he likes to see the children have a good time and the poor and unfortunate looked after—still to the plain man the holiday season has come to mean largely a time when an 'extra amount of money, which he is not always well able to supply, is required by his family, and his enjoyment, such as he gets out of it, is almost wholly vicarious.

Even the merchant, who is supposed to reap a very profitable harvest from his Christmas trade, well knows that the excessively heavy buying at this season lessens his sales for weeks

and even months to come. As it is, there is crowded into the few weeks preceding Christmas an amount of business, much of which, from the storekeeper's point of view, might better be spread over the whole year.

Doubtless men will continue to put up the money for Christmas as it is, so long as they are expected to do so, and that without serious complaining. "Theirs not to reason why," theirs only to furnish the cash. They are ready to go on writing checks and handing out hard-earned dollars, although they expect to receive little direct enjoyment from the outlay. But might it not be possible for the womanly mind, having achieved so much that is altogether praiseworthy in the way of Christmas merrymaking and gladness, to go further and rid the day of the troublesome superfluities that now surround it? In doing this could not the co-operation of the men be secured, and as a result a Christmas be evolved into which men could enter with zest and heartiness—in short, a Christmas more after a man's heart? Being such would it not be expressive of more genuine feeling than the day we now have, and so be a better exponent of the true Christmas spirit? Quillo.

## Good Advertising Backs up Quality

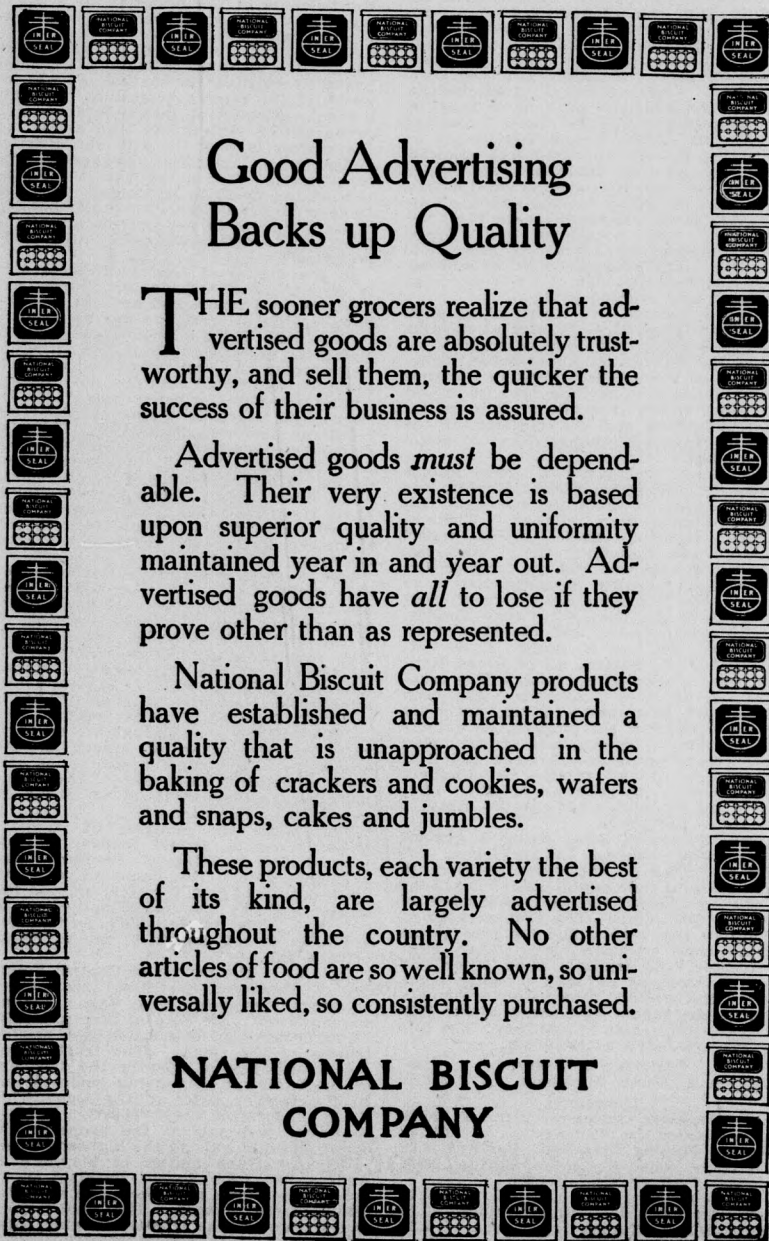
THE sooner grocers realize that advertised goods are absolutely trustworthy, and sell them, the quicker the success of their business is assured.

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

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

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

## NATIONAL BISCUIT COMPANY





## Story of One Christmas in the Backwoods.

Written for the Tradesman.

Christmas in the settlements was never what it was in the older portions of the country. Sometimes a hunting party was organized to kill time and birds for the depleted larder.

The young people, however, very generally observed the day with either dancing or sleighing parties.

We had a splendid school right up there in the big pine woods years before the Civil War, and the boys and girls improved their minds in a manner that made them good, intelligent citizens in the after battle of life.

At the end of every winter term came the exhibition. This was something looked forward to by every pupil with an eye to the keenest enjoyment. The old fashioned school exhibition has long since gone into desuetude, no doubt for the good of the pupil, since who is there who would be presumptuous enough to criticize modern methods of educating the young idea how to shoot?

At present it requires long months of play in the schoolroom before the little ones are put to study. In those old days the youngsters were given the green primer and commanded to learn his letters.

Many sturdy statesmen graduated from the pioneer schools of the North Woods, statesmen who would put to shame the modern trust-busting reformers from our colleges and universities.

Reminiscing of those old days in the backwoods, I distinctly remember one Christmas eve that was filled with memorable events. We had a Christmas tree and exercises for which we had prepared for several weeks.

There were some peculiar presents on that tree, and the exercises—"speaking pieces"—were enlivened by certain untoward incidents that left an impression on my mind for long years afterward.

Our schoolmaster was a conceited, long-legged young chap from the Sawdust City. He was one of the know it all sort and the boys put up a job on him that Christmas eve for sure.

One of the most pert young misses was Susan Scales, not her real name but sufficiently accurate for this chronicle. She usually balanced herself on her toes when speaking from the public rostrum. She came of a pretty good family, was proud as Lucifer, with an arrant disdain for the small boy. Naturally that latter chap held her in no less contempt.

Susie had the "big piece" of the evening in which she was to laud "our noble teacher" to the skies. That was in the days of the big hoop skirt—so big, friends, that I dare not tell you about it for fear you will think me another Ananias. The girls of our school envied the monster ratan hooped skirts of their elders and many were the devices entered into by these young imitators. I assisted in securing hoops from cast away barrels from father's store to deck my favorite girl.

Susan Scales managed to secure an

unusually large hoop from an empty tierce which she deftly concealed beneath her skirts. It was perhaps midway in the proceedings of the evening that Miss Scales appeared on the platform arrayed in her best behooped gown, marching to the front with the tread of an empress.

She began her talk with a smirk and a whimper, rising on her toes, then rocking back upon her heels, waving her book in one hand, gesticulating with the other. All eyes were fixed on the girl who was not in the least embarrassed. In the middle of her oration she fetched in the name of "our noble and efficient teacher," pointing to where he sat with his long legs coiled up against the chair rounds—and then it happened.

A loud, rattling clatter startled the entranced listeners. The big balloon skirt surrounding the inspired speaker suddenly collapsed into a shapeless bag while about the feet of Susan fell an immense wooden hoop.

Just an instant of startled silence, then the welkin was smashed into smithereens by that audience, the schoolboys leading in the shouts and laughter. I felt sorry for poor Susan. It was the first time I had ever seen her at a loss when facing her public. She trembled, gasped, looked down at the thing that surrounded her feet, bowed her burning face in her hands, fleeing from the stage.

Order was brought out of the chaos after a time, but Susan did not appear again that evening. It was not many months later that her family moved away from the neighborhood. I learned of her afterward as a splendid woman who married a man of considerable ability who became a member of the legislature.

There were many presents on that tree. The schoolmaster got a large bundle elaborately tied, which he unwrapped to the last cover, revealing a monster frozen rat, the loving gift of the "big boys."

An old maid in the audience was remembered with a large ragbaby. A former young lady teacher was remembered by her rich uncle in the shape of a thick, square package which she fondly believed was the nice school dictionary she had longed for. Opening her prize the lady teacher was rather chagrined to find her dictionary turned out to be a box of oysters. Withal that was a merry Christmas eve, since, after the gathering at the schoolhouse, a party of boys and girls made up a bunch in a straw ride that lasted until the small hours.

Had I space I might enumerate some very amusing Christmas doings that come to mind as I write. This is sufficient, however, for now.

Old Timer.

### Peculiar Qualifications.

Earnest Youth—Father, what qualifications do you need to be a member of the Supreme Court?

Father—You have to be thoroughly respectable, honorable beyond reproach, and be able to write English in such a way that no other lawyer will be quite sure what you mean.

### Honesty With Limits.

Somebody on the back platform dropped a bundle. A woman saw it and picked it up. She was an honest woman; nevertheless she opened the package. It contained a waist pattern of very pretty silk. When she saw that she thanked her guardian angel she had been created honest.

"If I had been an ordinary dishonest thing," she told her husband, "I should keep this silk as sure as anything and make it up for myself."

"But since you aren't," said the man, "what are you going to do with it?"

"Oh, take it back to the lost and found department of the store where it was bought. The purchaser will probably enquire for it there."

One evening about two weeks later the woman appeared at dinner in a new waist.

"Hello," said the man admiringly, "seems to me I have seen that before. Isn't it something like the piece of silk you found?"

"It is just like it," sighed the woman. "It is the same piece. I took it to the lost and found department, but I—I couldn't stand it. I went around the next day and asked for it myself."

Judson Grocer Company

The Pure Foods House

COME IN

Have You Bought  
Your Supply  
of



CHOCOLATE

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

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.

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We will take your old fixtures in exchange

Grand Rapids, Michigan

AS SURE AS THE  
SUN RISES

Voigt's  
CRESCENT  
FLOUR

Makes Best Bread  
and Pastry



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.



Do not neglect your Christmas trade

The Holidays are almost here

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

Be prepared for the big demand

Beautiful and expensive window displays for the asking

Write us

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





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.

### Doing Business the Straightforward Way.

Written for the Tradesman.

"It's queer how unreasonable people can be," remarked the New Hardwareman, thoughtfully. "And the man with a plumbing department notices it particularly. Of course it crops out in paint, and builder's hardware, and implement repairs, and anything else—but I guess the plumbing department caps the climax."

He was a new hardwareman to Carisford; but before Carisford he had secured experience behind the counter and on the road, and he knew some of the problems, and out of experience had evolved his own business philosophy.

"Take the rush season, when the first nip of cold weather hit us, a few weeks ago," he went on. "The hurry up calls for plumbing repairs just buzzed about my ears. Several dozen people, who had been thinking of it all summer, wanted me to hustle down right away and pack their water pipes so they wouldn't freeze, and repair the broken shut-offs that could have been repaired just as well last spring. A lot of heating jobs that had been hanging fire for months and months clamored to be done. And so on—just slathers of business coming in, and the people who had never before bought a thing from me and who couldn't get their work done anywhere else at the moment were the most clamorous of the lot. Any plumber who has put in a single year at his business knows what it is to go through.

"And, of course, the stove department had the same experience. We use gas for heating here; and there was a perfect howl for gas installations, right away. A lot of people who had been 'going to' put the burners in their furnaces all summer decided right away to have it done. In short, business just piled up.

"And we couldn't handle it all. That fact was evident. Or, at least, we couldn't do every job right away, and that seemed to be what the people wanted.

"What is a man going to do in a case like that? I can guess what's the most natural thing to do—to tell the customer that you'll be down right away, and put the job on your list, and get there if and when you can. And meanwhile the man is buzzing around you like a bunch of hornets,

wanting to know why you haven't come down and calling you seventeen different kinds of liar for failing to keep your word.

"What did I do? Oh, I did my very best to be straightforward with everyone. I knew that I couldn't handle some of the business—it had to be turned away. I simply made a sort of map of my plumbing and heating jobs, gas installations and stove jobs, calculated the time on each, and with that before me I could tell my customer just where I was at.

"Suppose a fellow came in on Tuesday and wanted a job done right away. I looked over my list of orders. Then I said, 'You know this is a terribly busy time. I may not be able to attend to that job until Thursday afternoon. If I can get the men there earlier, you just bet I'll do it. You see, we have to be fair to everyone—first come, first served, you know.' That was about the way I put it to them. I'd rather do business that way than tell a man who's in a hurry that 'I'll be down right away' or 'You can count on me first thing to-morrow morning' when, as a matter of fact, I know that it will be utterly impossible to touch the job for two or three days.

"Does it offend people to tell them straightforward truth? Well, in my experience it is far better business than to promise things when there's not one chance in a million of delivering the goods. I know from personal experience with plasterers and carpenters and painters and ditch diggers that I'd a thousand times rather have a man tell me he will come by such and such a day and then come right on the minute, than to have him promise to be there next morning and never show up. Even if I am in a hurry I like a man who can tell you the hour and minute, and live up to it, although the hour and minute he gives means a delay with your work. And I think most men are built the same way I am. We prefer to deal with people whose word is as good as their bond; who promise carefully; and who perform as carefully as they promise.

"Now and then a man has to sacrifice business that he would like to handle and knows he can't handle; it is better to frankly pass up a job than to take it when you know you can't finish it on time. A year ago this time I had enough furnace and plumbing work on my hands to keep my men busy for a month or two ahead. A regular customer came to me and wanted figures on a plumbing and heating job. It would have

run to \$500 or \$600, I suppose, and he wanted it right away.

"I'm sorry, Joe," I said, 'but I've so much work ahead that I can't touch anything more until New Year's. If you can wait until then for it, why I'll be glad to figure; but I don't want to promise to give it to you now because I'd simply be lying to you if I did.'

"He took the job somewhere else. I couldn't have handled it on time, and he'd have been everlastingly down on me if I'd failed to keep my word. As it was, this spring he came to me, quite of his own free will, without a chirp of solicitation, and gave me his paint order. So I judge my frankness didn't offend him in the least. And other customers whom I've had to pass up in rush seasons in just the same way tell their friends: 'Go to Banks. He's the most reliable man for plumbing in the whole town. If he says he'll be there, you can count on him.' I know that, because I've had new customers come in with their business and quote their friends. So if I have to sacrifice orders when the rush is on, I'm building a reputation that works for me all the year round.

"There's just another thing. The man who maps out his jobs, as I do, can handle 50 per cent. more orders than the fellow who jumps from one job to another in the hope of holding a lot of contracts that he can't finish on time. When the rush is on I have every job at my fingers' ends, know where my men are at any hour of the day, know when (within an hour) they will finish any job. If there's anything unexpected occurs to lengthen out a job they let me know at once, and I can alter my schedule accordingly. I map out every bit of the work for them; give them their schedule; all they have to do is to go where I tell them and do what I tell them.

"System and efficiency," concluded the New Hardwareman, "count in this branch of business, just as they do anywhere else. The man who plans his work and then works his plan can increase his output by half, and can even double it sometimes—just as the result of using his head instead of going at things haphazard."

William Edward Park.

Any man under a cloud naturally appears in a bad light.

### Proof Positive.

The Sunday school teacher was making a review of the lessons.

"Who was the wisest man, James?" "Solomon."

"That's right. Now, Frank, who was the strongest man?" "Jonah."

"Wrong. But what reason have you for believing Jonah was the strongest man?"

"Cause the whale couldn't hold him."

A merchant likes to have all classes of people for his customers, but early settlers are his favorites.

## Reynolds Shingles

### Water-proof Fire-resisting

Heavy long fiber felt saturated and coated with asphalt, surfaced with crushed granite and slate in colors—red, green, gray, garnet—welded to body.

Will not fade, crack, split or buckle.

Approved by the National Board of Fire Underwriters.

Samples and details on request.

### H. M. Reynolds Asphalt Shingle Co.

Est. 1868

Grand Rapids, Mich.

## 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 MICROSCOPIC EYE.

#### It must be Used to Discover Deficiencies.

Written for the Tradesman.

The ambitious merchant in a small town often feels the limitations of his field and sighs for opportunities to grow and enlarge business such as he can see, or thinks he can see, in the bigger communities. Yet it is true that comparatively few dealers of this kind are working their own field to the limit, and a better business would result if they could devise some means of really getting all the trade any given section has to give—if the local merchants could only manage to sell all of the goods of various kinds which people of the town and surrounding country buy. To come as near as possible to this point is the constant aim of every progressive dealer.

It requires large vision, some imagination and constant exercise of the mental faculties, as well as a determination to keep the attention fixed on this ideal if one will be able to discover the trade he does not get, and it is fundamental that it must be discovered before it can be annexed. Note also that the trade in mind is to be "discovered" and not "created" for it is the trade already existing for someone that we are considering, and not the stimulation of demand, for merchandise not previously used.

There was once a man who had a great ambition to travel and see the wonders of the earth, its scenic beauties, its strange inhabitants, its marvelous vegetations, etc. Circumstances impossible to overcome prevented his carrying out this ambition, but instead of allowing himself to become bitter and discouraged because of his disappointment, he resolved to find something with which to interest himself that would provide some measure of similarity of experience to that he so much desired in travel, that would rest his eyes on new scenes and satisfy to some degree at least his great longings for the culture and broadening influence that travel exerts. He hit upon the idea, not new, it must be acknowledged, of seeing the common things of life through a microscope, and was astonished at the results. Under the magnifying glass he saw strange animal life in the insects; he saw mountains and valleys in the enlargement of comparatively smooth surfaces; ice crystals became wonderful scenes; broken pieces of solid substances showed strange forms and startling colors. His visual sense was gratified, his mentality quickened, his viewpoints broadened, his longings satisfied.

A man of quick perception and initiative can put his own community under close scrutiny with really wonderful results, and will find that a microscopic eye will show him many angles that he did not know before existed, and reveal numerous high spots which before were not impressed upon his sensibilities with sufficient force to impel action.

It is of course impossible for any dealer in any line to actually carry in stock every item of merchandise that the individual caprice or spas-

modic wants of a locality's inhabitants might at all times require. The merchant can, however, impress the fact upon every member of his trade-community that he is the logical agent for the purchase of special items of a better or higher class or quality, or for goods that are seldom called for, and the special circumstances create a need for, and he can invite the people to come into his store and talk over their needs before they make a trip to the city, to buy the goods, or send an order by mail for them.

It stands to reason that an established merchant with a good acquaint-

One way for a dealer to get at this trade is via the correspondence route. Such people are accustomed to having their business solicited by mail, and to be thus addressed by their home dealer gives him an added dignity in their estimation. A letter asking this class of people to come into the store and look over the merchant's catalogues and samples when in need of special items, will bring results where a personal invitation of the same nature would be forgotten. It does not occur to many people to ask their local dealer to act as their agent in buying special items, and it is up to the dealer to jog them up in this par-

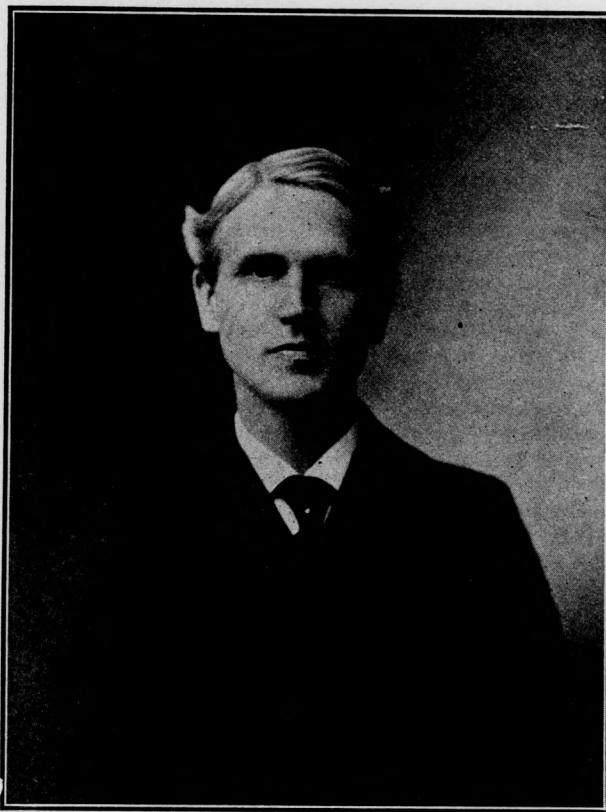
dress goods as well, making dress and findings all one order. Now of course not every merchant can be an expert in all lines, and few of them have made a study of the intricacies of dressmaking, and so efficient help in selecting this class of goods is valuable. The dealer in question called upon the most popular dressmaker in town, and arranged to have her come to the store when salesmen called with samples, and assist in the selection of patterns. Goods of artistic weave, finish and figures can be bought for the same prices as those possessing undesirable features of this kind and it was not long before this store gained a reputation for taste and refinement in its selections that induced salesmen to take special pains in selecting their offerings and so improvement was had all along the line. A store may be located in a place where the largest volume of trade is not discriminating, but it must also be remembered that there is always a certain percentage of refinement and culture to be catered to, and these people, as before stated, are the ones who purchase goods carrying often a higher percentage of profit.

It was also found that a dressmaker has a great influence in directing trade, if she cares to exert it, and this "village modiste" having become a "partner in interest" with the store from helping to select its goods, was soon sending women there "to see if they had any left" of this or that pattern of goods. She knew the stock, and when anyone came to her for advice in purchasing it was natural that she should run over mentally some of the patterns, and send the customer to investigate.

This idea is so simple that it would seem that it might occur to any dealer in dry goods to seek to co-operate with the dressmaker and gain her good will and influence, as well as technical assistance, but the fact that so few merchants in the smaller towns do this is sufficient evidence that here is a good place to turn the microscopic eye.

There are scores of simple ideas which have been tried out in some places and that are worthy of being more generally adopted, and there are a lot of new schemes never discovered by anyone waiting for someone to bring into activity, so no man engaged in retail merchandising in however small a town he may be located, need feel that all possibilities have been exhausted. Perfection has never been attained physically, mentally, spiritually or commercially. It takes the microscopic eye to discover deficiencies, however, in many cases, and this faculty should be carefully developed by every merchant who is anxious to make the most of himself and his business opportunities.

E. E. Reber.



### CHRISTMAS GREETING

**T**HIS year of all the years since Christ was born calls for the greatest fortitude, the most complete consecration, the most abiding faith. It is not what Christmas brings to you that counts, but what you bring to Christmas. With the Christ love in your heart your greetings, your laughter, your gratitude, your service proclaim the Merry Christmas. May peace and good will possess you all the days of your life.

WOODBIDGE N. FERRIS.

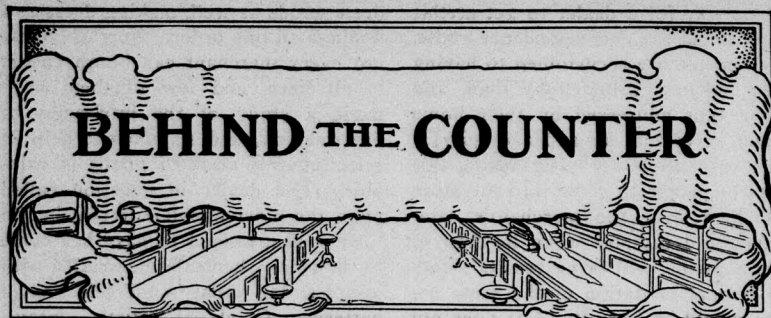
ance and a commercial rating is in position to secure better price concessions than a private individual does, on almost any line of goods. And a local dealer can afford to "split his profit" with the customer rather than to let the order go to a mail order concern. The people who purchase goods from other sources than their local merchant are in many cases the ones with more money than the ordinary resident; whose homes are better equipped, are more complete with modern appliances and furnishings, and who can indulge themselves in the purchase of luxuries or semi-luxuries, which carry a good profit, but are not in sufficient general demand to warrant their being carried in stock.

ticular. Many manufacturers are willing and anxious to co-operate with dealers for this class of trade and provide samples or to send an assortment of goods for examination when there is prospect for an order of sufficient value to make it profitable to do so.

One general merchant whose customers he discovered to be sending away for their dry goods and ready-to-wear apparel, was told that his stock, while of good enough quality did not contain tasty patterns, and he did not have trimmings to match his goods. If a woman bought a dress pattern, for instance, she could not find the right kind of ornaments and trimmings to go with it, and so would have to send away, and many of them would in consequence send for the

**Judson Grocer Company**  
The Pure Foods House  
**COME IN**





### The Small-Town Merchant and His Clerks.

Written for the Tradesman.

One feature of his business which the proprietor of a store in the smaller towns cannot very well delegate to a subordinate is that of hiring clerks. Usually such a merchant is his own manager, is on the floor himself a part of the time, or occupies a desk situated in a place of vantage where he can see what is going on both in front of and behind the counters. His relation to his sales staff is on a different plane than that of the owner or manager of the large establishment who seldom comes in direct contact personally with his clerks, and must keep track of affairs through a second or third party.

Also the clerk who waits upon customers in a store located in a smaller community often occupies a position presenting somewhat different aspects from those existing in the big city store. From the fact that in the smaller community it frequently happens, in fact is the rule, that the clerk has a personal acquaintance with his customers, and there exists less formality between them than is the case in the large city store.

It is only natural that a wise merchant should take into account this fact when hiring clerks, and also it is good business policy to know something about the social qualities of the individual hired, and to consider whether or not he associates with a class of people who will prove good customers for the store in case his influence is sufficient to attract his friends there.

It is comparatively easy for a merchant to know in some detail by first-hand knowledge the habits of those whom he wishes to employ, and judge by their every day habits whether or not the chances are favorable for educating them to become good, loyal salesmen.

It is the merchant of the small town or city who more often than not, perhaps, has to work with "raw material" and is obliged to teach his salesmen the rudiments of their work, as well as the finer points as they progress. And the task is not made more enjoyable from knowledge of the fact that in all probability when he gets James and John to a point where he feels he can take an occasional holiday and let them "run the store" in his absence, they either go to some other town and start in business for themselves, or hie away to the city where they expect to find (somewhat incongruously) "Greener pastures!"

There are two personal propensi-

ties or natural characteristics, which perhaps more than all others combined, one should look for in the individual whom it is designed to train into a successful salesman and these are enthusiasm and willingness to assume responsibility. A man or woman with these two qualities, if there be any commercial instinct in them at all, can, if they will, become good salespeople and make themselves valuable to the small-community merchant. One who is enthusiastic will be able to inspire interest and a desire to purchase in the one to whom he seeks to make a sale, and the willingness to assume responsibility will ordinarily be combined with the determination to attain the knowledge necessary to make one capable of making wise decisions, and this inspires the confidence of the employer. An employer with confidence in his clerk, a clerk with enthusiasm for his work, and a customer inspired with a desire to purchase goods is the ideal triumvirate.

No matter how much natural enthusiasm an individual may have when he first enters upon new duties, it will depend largely upon the employer, and the conditions of work he provides, if the enthusiasm is to be maintained at concert pitch. It is up to him to see that the incentive is there, and the correct relation established between himself and those who serve his interests to inspire loyalty to the store and its proprietor. Loyalty constitutes a very important part of the feeling of responsibility which one is able to assume in their work, and the personality that inspires this quality will be found to be a most valuable asset, so that merchant who has it not would do well to set about to cultivate it.

Granting that there are comparatively few people in this world that do not need some incentive to sustain effort, other than "the joy of the working," the employer must supply the incentive. This cannot always be given through the pay envelop, although it goes without saying that a good clerk will be a well paid one. However, salaries must be more or less fixed, and cannot be raised frequently so some other way must be found and applied. One of the most potent of these will be found in giving to each clerk some definite part of the stock as his especial care, holding him responsible for its arrangement, display, and keeping account so that it is not allowed to become depleted, and the lines broken or exhausted.

Of course in assigning duties to the

different clerks notice will be taken of each one's natural tastes or interests, to as large as possible a degree. It is always easier to observe, take advantage of and control inherent tendencies and talents, rather than to disregard them, and make arbitrary demands regardless of an individual's natural fitness for specified tasks.

The mere technical knowledge which a new clerk must be taught, while important, does not admit of much originality or variation of process. To "get hold" of his mentality, arouse his ambition, keep up his enthusiasm, inspire his loyalty, urge him to increased efforts to extend the store's popularity, both when he is behind the counter, and outside of business hours, these are tasks for a man only who is himself thoroughly saturated with these instincts and attributes. You cannot expect a clerk to make greater exertions than you will put forth yourself to make your business grow.

All this involves the necessity for establishing between the proprietor and his clerks a personal relationship that will prove of business value, and one which while it eliminates those invisible bars commonly felt to exist between employer and employee, and so often curtails efficiency, does not breed a familiarity that deprives the proprietor of his position of leadership, and as the "court of last resort."

Many merchants have demonstrated that there is not much chance to establish the right kind of personal relationship unless the staff can meet outside of business hours and at some other place than the store. Also probably the larger proportion of men who have worked along such lines will agree that a dinner table constitutes the very best place that has ever been devised. It has been so thoroughly demonstrated as to make the statement trite that people become better acquainted through eating one meal together than they will in weeks and months of conversation and contact under other circumstances.

A dinner and talkfest once a month will be sufficient for an employer to give to his employees in the ordinary small town. Of course business topics will be tactfully introduced, or frankly announced, and the merchant will have made preparation for his part in the programme, which will be to manage to give his employees some useful information or hints applicable to their work in the store, as well as to cultivate social acquaintance and study his employees with the purpose of better understanding them as individuals and of promoting their efficiency as workers.

It is especially to the small-town merchants that these suggestions are addressed for few of them, at the present time, seem to have awakened to the need for greater co-operation between themselves and those who fill the positions behind their counters. Many of our larger employers have demonstrated the value of the establishment of this personal relationship as mentioned, but the man who has a half dozen, or a dozen or perhaps two dozen clerks, too often

appears to think that such methods are not applicable to his conditions. That is where he makes a big mistake, and the more progressive element in the ranks of retail merchants are finding that the key to better business and larger trade is in adopting the same general tactics in trade that have made for success in the larger cities, as illustrated in the phenomenal growth of numerous immense business institutions and mercantile enterprises.

A system or business practice that is inherently good does not as a rule depend upon the size of the field of its operations for its value. The principle, if it be right, will be found to be workable among a few people as effectively as among many, and not infrequently it is even more easily and profitably applied. The man with the small store should study the methods of the big stores, for they are spending hundreds of thousands of dollars, large amounts of time, and using the pick of the men of brains in commercial fields to devise new ways to promote trade. The small merchant need have no hesitancy in adapting those methods to his own conditions and needs. The promotion of personal efficiency is where much stress is being laid in these days, and the small merchants needs to apply his efforts along this line with as much vigor as does any other commercial factor. E. E. Reber.

The benefits of early rising are never more startlingly shown than when a man sits down on a tack.

## Are Your Net Profits Satisfactory?

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

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

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



Friend Grocer:--

I wish you a Merry Christmas  
and a very Happy and Prosperous  
New Year.

Your kindness to me is greatly  
appreciated.

Please drop in and see me some-  
time.

Sincerely,

LILY WHITE

"The Flour the Best Cooks Use."



## THE MEAT MARKET

### Process of Trussing and Boning Fancy Fowl.

The higher standard of living which has become the rule in these days, not only among the wealthier classes but among people of moderate means as well, has opened many opportunities for additional profit to the retail butcher which heretofore have not existed. Among these is a widespread demand for fancy boned and trussed fowl, which, especially at this season of the year, with the poultry trade in full swing, has gained a wide popularity.

Few butchers are in a position to adequately supply this demand. It is an operation that can be done by very few women cooks, work of this nature usually being done by chefs. Women who keep house cannot do it themselves at all; yet they can easily be persuaded to buy it, as in these days of hotel and restaurant dining they have probably eaten it, and no doubt enjoyed it, and would like to see it gracing their own dinner table. The only thing which prevents the average woman from buying it is her inability to obtain it. Cooks and chefs who are capable of properly boning fowls would gladly turn this work over to the butcher, as this would relieve them of a good deal of trouble and work in the kitchen.

A butcher who has any quality trade at all would find no trouble in working up a demand for boned fowl at increased prices in a short time. Once the demand exists he will find that it is the most profitable trade he has. A small amount of judicious advertising, coupled with personal salesmanship, would soon do the trick. Prices for fowl prepared in this manner range from 40 to 50 per cent. higher than those of the ordinary dressed bird. The butcher who is the first to go after this trade in his vicinity will be the one who will get the cream of it, and, besides, it will give him an opportunity to get much of the other quality trade, which, in the ordinary course of business, he would miss entirely.

A chicken sold on the general market as dressed has been killed, bled and picked. To be in the best condition it should be killed by piercing the brain with a sharp knife, bled through the mouth by severing the jugular vein and dry picked. After this it is ready to be transferred from common chicken into an extra fancy product that often retails as high as 50 cents a pound.

The first thing to do in bringing this transformation is to singe off the hair-like feathers that cannot be pick-

ed. Wood alcohol makes a good flame for this purpose; it is smokeless and does not give the meat any taint or odor. In using it, however, care must be exercised not to sear the skin.

Next remove the tendons that run up in the drumstick and persist in getting in the teeth when it is eaten. Insert the knife close to the shank-bone. Pass the knife all the way up and down between the hock joint and the feet. In the incision thus made slip a hook, or, if a hook of the size required is not handy, a bent nail will do. The beginner will find it easier to remove the tendons one at a time than all together, as the expert does, as they are easily distinguished and separated. Give a steady pull and they will come out readily. This leaves the drumstick much more tender and palatable and desirable as the other parts.

Having removed the tendons from both legs, the shanks should be cut off at the hock joints. If about half an inch of the yellow shank is left on the meat is not nearly so liable to slide up the bone as it generally does when roasted. This makes the bird appear much more attractive on the table. In marketing fancy poultry an attractive appearance often makes a marked difference in the selling price.

To remove the neck make an incision in the skin at the point at the back of the neck where it joins the body. Slit the skin down to the head and then loosen it from the neck. Cut off the neck itself, but do not cut the skin. This leaves the head attached to the body by the skin, to be taken care of in a later operation.

Now slip the knife down close to the base of the neck. Cut it on both sides and then across the top. If the ligaments surrounding the neck are carefully cut it can be easily pulled off. If an attempt is made to pry the neck off without properly cutting the ligaments a broken knife is likely to result. Having removed the neck, loosen the crop and the gullet from the gizzard and also pull out the windpipe. Cut the skin just below the head, which is now removed.

Place the bird on its rump, fold back the loose skin of the neck, scrape the wishbone bare and pass the knife-blade directly under it. Do the same on the other side, loosening the bone from the shoulder in each case. The more thorough the scraping the easier it leaves it. This is important because many people have considerable sentiment about the wishbone and desire to keep it. It should always be wrapped up and sent when the bird is

sold. Pass the finger along the wishbone and free it from the meat and lift it out.

A great many more slices of breast meat may be carved off without striking the bone when the wishbone is out of the way. This adds far more to the attractiveness of the bird than one would think before trying it. It also makes possible the drawing of the bird in such a manner that the bird is not torn and the dressing is held in much better shape.

The bird is now ready for drawing. The heart, lungs and liver can be reached easily from the front. Insert the point of the blade by the side of the vent and cut entirely around it, making the smallest hole possible. Then insert the finger and loosen the intestines and draw them out. They will break off at the gizzard if they are properly loosened. If they are not properly loosened before drawing they are likely to break several times and allow considerable fecal matter to escape into the body cavity.

The gizzard can then be pushed out the front way, avoiding the unsightly tearing which is necessary if it be pushed out the back. Be sure to remove the oil sack from the base of the tail.

All that remains to put the fowl into condition as an extra fancy roasting bird is to cut a couple of slits in the skin of the abdomen and insert the drumsticks and then to fold the loosened skin of the neck over the back, locking the wings over.

If it is desired to bone the bird it is unnecessary to go through any of the last three operations. Take the bird after the removal of the wishbone and turn back the skin from the neck over the wing. Slip the knife-blade in and dislocate the wing from the body, being careful not to cut the skin, as, in the case of the neck, the wing loosens easily when all the cords binding it are cut.

After dislocating the second wing in the same manner stand the bird on its rump and proceed to cut the flesh from the ribs and back. Be careful not to skin the bird; cut close to the bones and under the flesh. Be careful not to break or pierce the skin, for this will allow some of the dressing to escape and mars the appearance of the finished bird. In case of a clip the cut or break should be neatly sewed together with white linen thread. This may be done so that the opening shows very little. Thread holds as well as coarse string and looks infinitely better to the customer.

When the hip joint is reached grasp the leg firmly and dislocate it by a sharp twist. Although this does not require much strength, it requires a certain knack to do this, which may be soon acquired with a little practice. Care should be taken not to bruise the drumstick in such a way as to mar the flesh or rub the skin. Bruises are unsightly and make the carcass keep poorly.

Having dislocated both legs, continue to carefully cut away the flesh from the bones surrounding the body cavity until they are all uncovered. Cut a small hole around the vent. The

back ribs and keel containing the entrails and giblets may now be easily slipped out. This leaves only the wing bones, drumsticks and thighs. In some cases it is desired to leave the carcass in this condition for special trade.

It is then a small job to get the bones from the thigh and wing. The wing is cut off at the last joint, as there is not meat enough on the rest of it to pay for the trouble of saving it. The rest of the wing bones and the drumsticks are worked out by turning the skin and flesh inside out like the finger glove. The bird is now completely boned and ready for delivery.—Butchers' Advocate.

### Rolled Bacon.

Rolled bacon as prepared in the north of Ireland is made as follows: The pig should weigh from 170 to 185 pounds dead weight, but lighter and heavier carcasses are sometimes used, according to the size of the roll required. The weight mentioned makes rolls weighing from 35 to 40 pounds.

Having cut off the head, feet, etc., split the pig in two (it should be well chilled), after which put the sides on a table, cut out the hams and take out the rib and backbone, blade bones and foreleg with bone. Trim neatly, cutting off all jagged pieces. Dust over with saltpeter, putting a small amount in the holes made by the removal of the blade and foreleg. Lay aside upon flags, cover lightly with salt and allow it to remain from seven to fourteen days, according to the degree of saltiness required.

After the sides are salt enough, take out and wash before rolling, allow them to drain well first.

Some curers dust the cured sides over the inside surfaces with ground pimento or Jamaica pepper, and then proceed to roll them. The rolling is a very simple process and consists of first rolling the meat tight and drawing it together by means of a belt or two belts in different positions, the string being then tied on tightly and clinched at every strand, the space apart being about one inch.

When the rolls are complete they are placed in a drying room at a temperature of 90 degrees F., and kept there until they are quite dry; they are then put simply into their cloth covers and are packed up in bales.

### Don't Worry.

"Can you keep a secret?"

"I am as silent as a tomb."

"I need to borrow some money."

"Don't worry. It is as though I never heard it."

### 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.





Where  
Quality  
Counts

Red Wing Flour

LEADS  
THEM ALL

This Flour Satisfies the  
Particular Housewife



*We have an attractive advertising  
offer. Get it.*

NATIONAL GROCER CO.

Musselman Grocer Co., Branch,  
GRAND RAPIDS, MICHIGAN





### Consistency Between Windows and Stock on Sale.

Written for the Tradesman.

Too much emphasis can not be placed on making the most of a store's windows. "It is the young man with a front that gets to the front." The windows are in a literal sense the "front" of the store, and from their appearance every passer-by gains an impression, favorable or otherwise, of the establishment. As a clean shave, a neat hair-cut, immaculate collar and cuffs, a fresh tie, blackened shoes, and good, stylish, well-fitting clothes are to a young man who is trying to arrive, so is shining glass and a handsome, well-thought-out window trim, to a store.

Naturally the newest and most attractive items in the stock and the very best bargains that the store affords will go into the windows. This is as it should be. It is simply putting the best foot forward.

But this tendency should not be carried to the extreme that will cause the customer to sense a feeling of discrepancy between the windows and the sale counters. And especially is it poor policy to show a large and varied line in the windows, when the actual stock is very limited and culled to a few kinds.

Here is an illustration: A specialty house handling popular-priced ladies' suits, dresses, millinery, etc., advertised a sale of a recently purchased bankrupt stock of trimmed hats, untrimmed shapes, flowers, feathers, ornaments, and the like. In their window display black velvet shapes were strongly featured, especially good values being shown at \$1.48. A dozen or fifteen different styles were shown at this price, most of them marked down, it was alleged, from \$3.98. Whether or not this statement as to the reduction was strictly true, they were, in correctness of style and quality of material, a really remarkable offering. Although a great variety of shapes at other prices—some higher, some lower—were shown, along with trimmed hats, etc., these at \$1.48 were by all odds the best values and what the shrewd customer would fasten on at once as the most desirable in the window.

Two ladies came up, one of them evidently bent on buying. They studied the different kinds carefully. From their comments one could easily see that they were determining which shapes they liked best, and this with great judgment and discrimination. Having viewed the window display to their satisfaction, they passed inside, going back to the tables where the stock was on sale.

There they found one table with a large number of 98-cent shapes, and another with almost as many at \$1.19. Most at these prices were a little passe, or, as some put it, tacky, although very likely a share of them were the same as those shown in the windows at these figures. There was no \$1.48 table at all, and no evidence that there had been any. There was a \$1.98 table holding a rather scanty assortment of shapes of various colors; and on this was one, exactly one, of black velvet at \$1.48. Also, although she did not mention the fact, she did not consider the material so good as that of those shown in the window at this price.

Accordingly she asked the saleswoman who was waiting on her if she mightn't see "some of those \$1.48 shapes in the window." The saleswoman assented and they all went up front. The saleswoman called the window trimmer and asked him to go in and procure the items the lady wished to examine. Very clearly and exactly she pointed out three or four styles that pleased her, and he took them from their stands or hangings. To add to the bad business policy of having samples in the window the duplicates of which were not to be found on the sale tables, the window trimmer was grouchy. He acted as if he had some day before fixed that window to suit him, and now didn't want to see it "messed up." Although he was interrupted from his other work only two or three minutes, he muttered that there were "plenty of the same styles back on the tables," and very plainly evidenced his displeasure. The lady who was shopping, being a person of some spirit, quickly made reply to this cross-grained employee: "Of course if you were unwilling to get out these goods, I am sorry to trouble you, but there are not shapes like these on the tables," placing strong emphasis on the not.

The ladies went back with the saleswoman, a selection was promptly made from the shapes taken from the window, the money was paid, and the ladies left the store with their purchase.

In this case the sale was not lost, and some may think that after all the sale is the main thing. But the sale might easily have been lost, if this shopper had been less clear and accurate in her observations, or less determined and aggressive in temperament. Many women, not finding what they wanted where it might be expected to be found, would have gone away without buying. These ladies, while they secured the coveted bar-

gain, left the store feeling that they had been discourteously treated and that the policy and practices at that place was not quite on the square. They suspected that the window was planned as somewhat of a lure, and that the intention was when they got people inside to sell to as many as possible of those 98-cent and \$1.19 shapes on which they were plainly hung up.

Sometimes the putting of a bait in a window is carried farther than in this instance. The following has been done: A piece of silk of popular shade was placed in a window, marked at a price that was ridiculously low for the kind and quality. Shoppers enquiring for this rare bargain were shown silk of the same kind but of "off" shades—shades so odd and outlandish that they would not sell in an open and aboveboard manner at any price. Many persons are unable to carry shades in their minds, and those who were careless and unobserving purchased of these stickers, supposing they were getting the great value shown in the window. They found out when they reached home that they had suffered an out and out swindle.

Sometimes, of course, when a window has been trimmed, some portion of the corresponding goods will meet with especially heavy sale and the stock be exhausted before there is time to change the window trim. But so far as practicable the windows should be kept strictly up to date. When a circumstance of this kind does occur, the least that can be done

is to get out the items very cheerfully when called for, explaining just how it happened.

When the store is large, the trimmer will usually place in the windows only items of which there are duplicates in stock, so that his trim need not be disturbed. In a small store this is not always practicable. With ladies' suits, for example, it may be best to bring out prominently a style of which there is only one or only one of a size. Dress goods must be shown of which there is only one piece, and so on. But it should be so arranged that these items can be taken out easily and quickly, and this should be done whenever a customer manifests an interest in seeing them. Always avoid giving the impression that the values offered in the windows are so much better than are to found elsewhere in the store, that you really prefer to hold on to them. Fabrix.

### Snow Suggestion.

In harmony with the cold weather, there may be a very effective window trim made for the purpose of selling absorbent cotton. The floor and sides of the window should be covered with the ordinary bale cotton, giving a snowy effect, and on this may be piled in attractive style the small blue cartons of medicated cotton.

Any dealer will be able to arrange similar ideas which will fit his local needs.

We forget a lot of things that we never would forgive if we remembered them.

**We Have an Exceptionally  
Strong Line of**

## Sheep Pelt Lined Corduroy Coats

It is without question the most comfortable cold weather garment for the out door worker, yet very few merchants carry a big stock of them.

We solicit "fill in" orders for any size in 34, 36 or 40 inch lengths. Prices are \$3.75, \$4.00, \$4.25, \$5.00 and \$6.00.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale  
Grand Rapids, Michigan



## MEN OF MARK.

**Edward Telfer, President of the Telfer Coffee Co.**

Edward Telfer was born at Foley, Ontario, June 13, 1850. His father and mother were both natives of Scotland. He attended school until 12 years of age, worked on a farm from 12 to 15, attended school one winter, then worked on a farm until 19 years of age. Then he went to Detroit and obtained employment with the Michigan Central Railroad as freight handler. A year later he obtained employment with the Michigan Central Stock Yards in a similar capacity. Two years later he sailed the lakes on an ore barge running between Escanaba and Chicago. He

of Secretary and Treasurer. The business was originally located at 30 Jefferson avenue. It was subsequently removed to 43 Jefferson avenue. Later it was removed to 84 and 86 First street and on December 1 of this year the company moved to its own building at the corner of Lafayette avenue and Eighth street. The building has been erected during the past summer, 50x130 feet in dimensions, three stories and basement. It is of reinforced concrete and is absolutely fireproof. The added floor space will provide for the growth and expansion of the business for many years to come. The capital stock of the company was subsequently increased from \$25,000 to \$50,000 and a few years ago it was again doubled

for out-door sports and games and athletics peculiar to the Scottish people and he has many medals testifying to his expertness as a curler and his endurance as a rower. He is an attendant of the Presbyterian church and is an all around good fellow, enjoying the confidence of his friends and the respect of his trade to a marked degree.

Anybody who tries to get rid of his faults by advertising them makes a mistake.

**Judson Grocer Company**

The Pure Foods House

COME IN

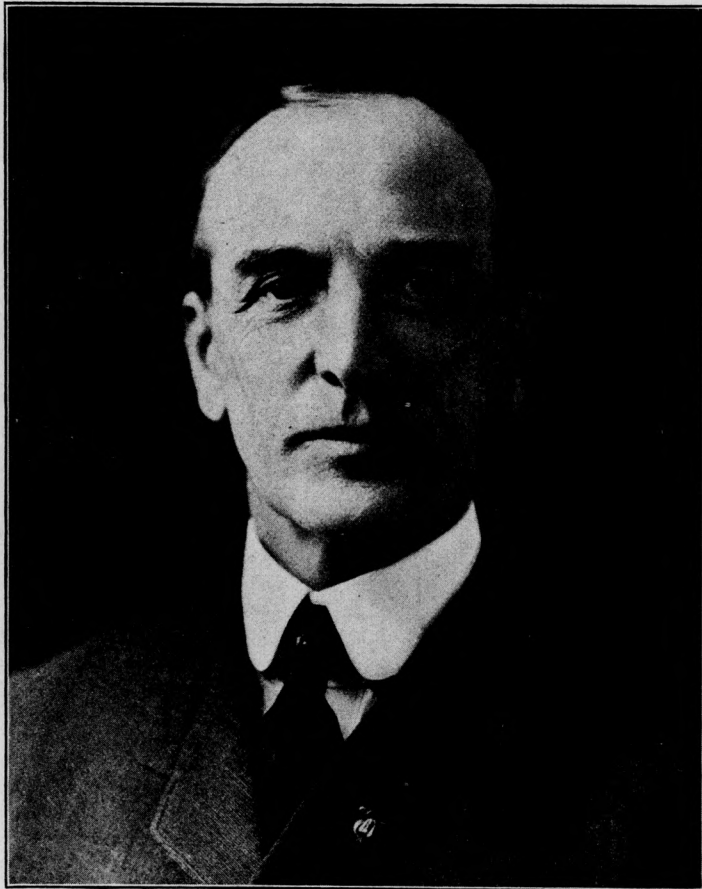
We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

**CORL, KNOTT & CO., Ltd.**  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

**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.



EDWARD TELFER

then returned to Detroit, where he secured employment as book-keeper in the grain commission house of Jacob Beeson & Sons. He remained in that position one year when he became book-keeper for W. J. Gould & Co. He remained with this house from 1873 until 1885, during which time he was promoted to the position of credit man. In 1885 he came to Grand Rapids and organized the Telfer Spice Co., which business he continued for seven years when he sold out to his associates, Henry Idema and E. A. Stowe and returned to Detroit to take the position of buyer and manager for W. J. Gould & Co. He continued in this capacity from February 1, 1892, until January 1, 1898, when the house retired from business. The next year he represented the Loyal Guard in Detroit, soliciting life insurance. He then organized the Telfer Coffee Co. with \$25,000 capital, taking the position

to \$100,000. The officers of the corporation are now as follows:

President—Edward Telfer.

Vice-President—Charles Lovejoy, Milford.

Secretary—Eugene Telfer.

Treasurer—Edward Telfer.

Mr. Telfer was married December 25, 1881, to Miss Lois Hanford, of Rochester, N. Y. They had two sons, Eugene, who is now 29 years old and associated with his father in the business, and Hollister, who is 26 years of age. Mrs. Telfer died in 1905 and on February 10, 1907, Mr. Telfer married Miss Clara Foljan, of Detroit. The family circle has been augmented by a boy of 5 and a girl of 2 years and they live in their own home at 235 Wreford avenue.

Mr. Telfer is a Mason up to and including the thirty-second degree. He is a hunter, fisherman, a curler, golfer, a rower, a saddle horse rider and an automobilist. He has the love

**SAMPLE LINES**

Of Underwear containing Union Suits and Shirts for men, women and children from the cheapest fleece lined to the best grade of wool. All good selling sizes. Here is an opportunity to make an extra percentage of profit. Write for particulars.

**PAUL STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids Michigan

# Ha-Ka-Rac



No. 1672

JERSEYS, such as are included in the Ha-Ka-Rac line give unfailing satisfaction because they more than fulfill every requirement demanded by both the dealer and the wearer. These light, well appearing jerseys should be a part of every dealer's stock.

No. 1672...\$13.50

Maroon, Oxford, Navy and Black

Other fine Jerseys may be had for \$15 and \$16.50 per doz.

No. 1676...\$16.50

Oxford, Cardinal, Navy and Maroon

No. 1675...\$18

Oxford, Cardinal, Navy and Maroon

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



## THE MEANING OF IT.

## Valid Reasons For Our Present-Day Restlessness.

Written for the Tradesman.

Ours is a restless age. Like the Athenians of old, we spend much time hearing and telling about new things; having itching ears, we heap to ourselves all sorts of teachers advocating all sorts of vagaries.

The speed craze isn't, by any means, monopolized by a few reckless automobilists and motor cyclists; speed symptoms are discernible everywhere. The people of our time—and especially of this country—have a veritable passion for change, and out of it are growing such confusion and topsy-turveydom as are keeping affairs in a constant state of turmoil.

Nothing is too sacred for the latter-day spirit of aggressive novelty-seeking. In domestic life, the perils of present-day restlessness are apparent in the appalling increase of divorces; in education, the perils of present-day restlessness are indicated by the multiplication of silly, trivial and supposititious educational tasks, theories and disciplines; in governmental affairs the perils of present-day restlessness are demonstrated by the multiplication of legislative novelties that are heralded as sure cures for every social, industrial and economic ailment; and, finally, in religion the perils of present-day restlessness are evidenced by the phenomenal growth of religious cults, which, like mushrooms and puffballs, spring up almost over night.

Now as long as the social organism is a living reality, there must be restlessness and change—of some kind, otherwise we should have stagnation and death. But it is highly important for the health and well being of the social body that this restlessness and change be along the clearly defined lines of progress; otherwise we shall have retrogression instead of progress. New truth, new re-adjustments fresh and vital experiences, and perennial re-statements are well enough—indeed, they are inevitable; but the mere desire for change and novelty as such, so characteristic of our day and generation is a bad symptom.

It betrays a fundamental weakness for the bizarre and spectacular. It proclaims a fatal superficiality. Man, as an intelligent being, must take his stand on certain well digested thoughts and principles. Back of the changeable somewhere there must be the unchanging and the eternal.

Let us welcome new truth, assuredly—truth about the home, the school, the state and the church—but let us not be too hasty in discarding old landmarks. Commercial and industrial nostrums of latter-day concoction may—or may not—be effective. We should be pretty well assured in our own minds that they are so before we invest too heavily therein. Too many people evidence a tendency to rush hither and yon, simply because the cry of novelty has gone forth. Simply because something or other is new and different does not prove that it is, therefore, true, wholesome, ef-

fective or permanently worth while. The novelty of a thing, real or alleged, is merely an accident; its serviceableness in the department of life, thought or action, wherein it claims validity and recognition, must be demonstrated before wise men take it up.

The apotheosis of the new is highly suggestive of superficiality. Why should people be so ready to throw away the priceless accumulations of the past, abandon all the old masters and authorities, and grab at this, that and the other novelty? Why should they swallow hook-lead-float-and-line every half-baked theory, code and propaganda that comes with the alluring bait of sheer novelty? Surely the ex-

different from the laws and principles of business in remote ages. It is well enough to remember that exchanges must always be conceived in integrity, and industry must always be based upon service. We have built better manufacturing plants, multiplied conveniences and safety appliances for operatives, installed system, introduced time and labor-saving machines and re-studied the problems of production and distribution in the light of modern conditions—but the first principles of industry are just what they were in a hoary past. And the fundamentals of retailing are as old as the history of exchange.

The essential weakness of so much of the new-fangled stuff that is proffered to us on every hand nowadays,

all means "try it on the dog first." Look at the proposition fore and aft. Criticise it inside and out. Determine first of all if it really is new, or if it is something old dolled up in a new way. One time—in something of a peeve, I fancy—Solomon said (in substance) apropos the matter of novelty: "New d'you remark? There ain't any such thing! There's nothing new under the sun!" But, of course, that is an extreme statement; and, as I said, Solomon must have been under a peeve. But if the method, scheme, theory, thing, device, commodity or what not, is really new, howin does it differ from those you have always believed, accepted, employed, bought-and-sold, or got along with? Will the thing work? Will it hold good when the demonstrator isn't there? Does it violate anything in the code of integrity, service, and fair dealing? It's better to be a little too slow than to be a plunger.

The people of this country act as if they were mortally afraid of being dubbed old-fashioned. We want to be, in all things, up-to-date—in fact right up-to-the-minute. Old-fogeyism is a cat-o'-nine-tails in the hands of callow, would-be reformers and rejuvenators of all things on earth, wherewith unthinking people of maturer years are oftentimes made to dance ridiculous saribands. Some people are so afraid they'll fossilize before their time, they'll swallow anything and everything that's labeled "new." They don't stop to enquire whether it's food or poison. They fall in after the drum corps and follow the procession, not stopping to ask where the crowd is going, and what it's going to do when it gets there.

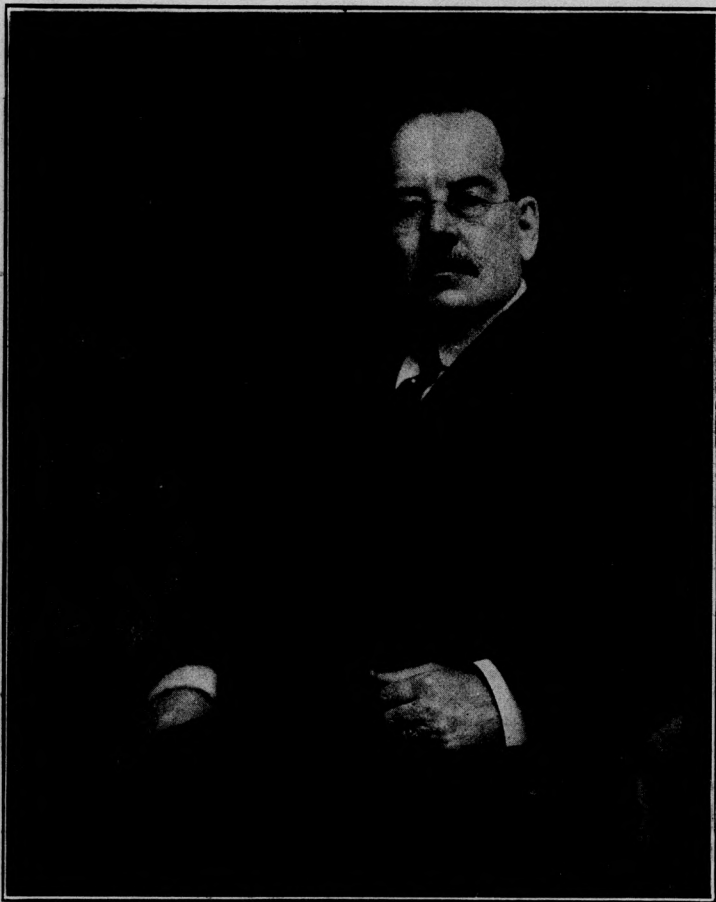
The reign of restlessness in this country indicates that many of our people are not only superficial in their thinking, but positively reckless. We respond too readily to the stimuli of the mass situation. We are too easily deceived by demagogues and chalan-tans. Our patronage of quacks in medicine, politics, business and religion puts a premium on quackery, and tempts young men to seek short-cut methods to fame and fortune. Without any disposition or desire whatever to block the wheels of progress or discourage invention and discovery and development, the people of our country should strive to cultivate a new attitude toward this entire matter of novelty and change. Discerning visitors from countries older than our own, have been quick to notice this National weakness of ours; and many of them have called our attention to it in the spirit of kindness. They tell us we are entirely too restless—therefore lacking in sobriety, stability and National heft. And the criticism is valid.

Chas. L. Garrison.

## Uncertainty as to Sex.

The vicar advertised for an organist the other day. Among the replies he received was the following:

"Dear Sir—I notice that you have a vacancy for an organist and music teacher, either lady or gentleman. Having been both for several years I beg to apply for the position."



Anton G. Hodenpyl, who presented Hodenpyl Woods to Grand Rapids, the scene of his early successes.

periences of countless generations of thinking, toiling, upward-striving men have demonstrated the universal validity of certain fixed forms of judgment, about which there can be no serious doubt among sensible people. We cannot deliberately cut away the pillars and props of civilization, leaving ourselves suspended in mid air. Surely those sacred institutions of ours—the home, the school, the state and the church—must rest upon solid foundations; if not, then anarchy, lawlessness and universal confusion must ensue, and all our fine dreams of a better civilization will be forever shattered by some universal cataclysm.

Modern business exhibits many new features, but the laws and principles of modern business are not essentially

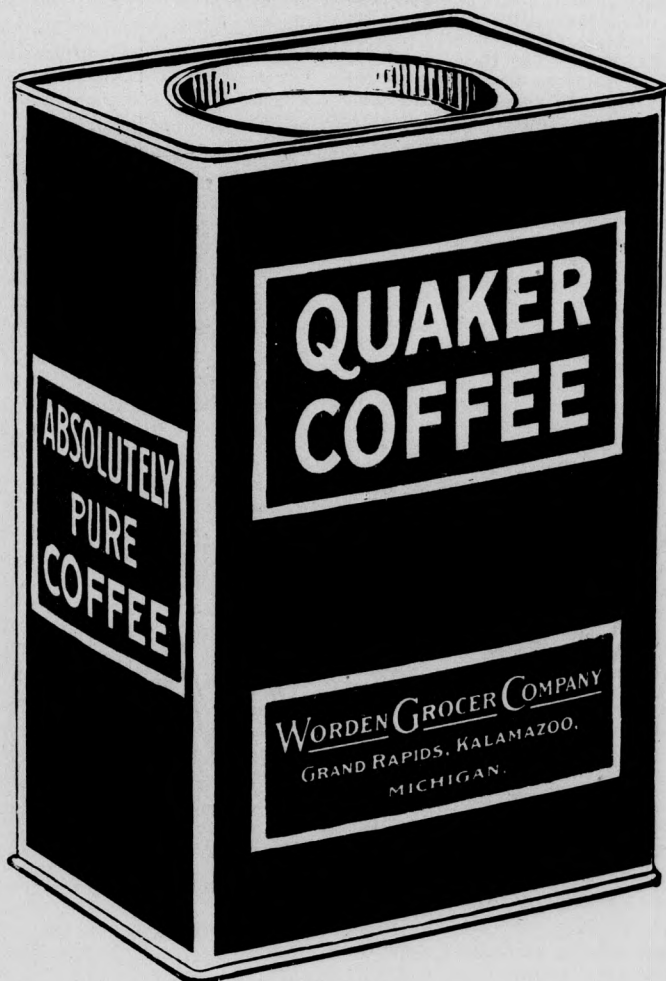
is that it promises short-cuts. It appeals to our American penchant for getting-there-quick. It promises exemption from study, personal investigation, and diligent application to the usual and accredited methods of successful achievement. The claims of the proffered novelty sound so good we want to believe them, willy-nilly. So we accept them in an uncritical attitude. So frequently we do not stop to enquire whither they are leading us.

"Be not the first to accept the new," is assuredly a bit of sound counsel. Prudence is more often a virtue than; a fault; and "safety first" isn't a bad principle. If you can't rid yourself of the impression that the proffered novelty is a bang-up good thing, by



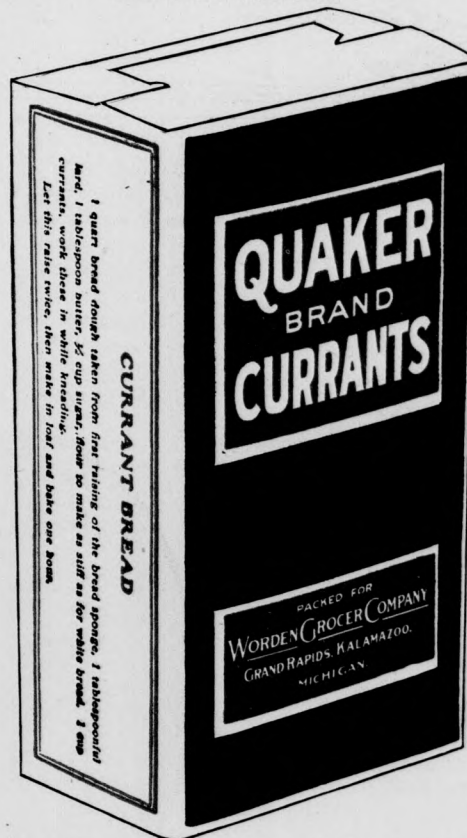
# THE QUAKER FAMILY

The Old Member



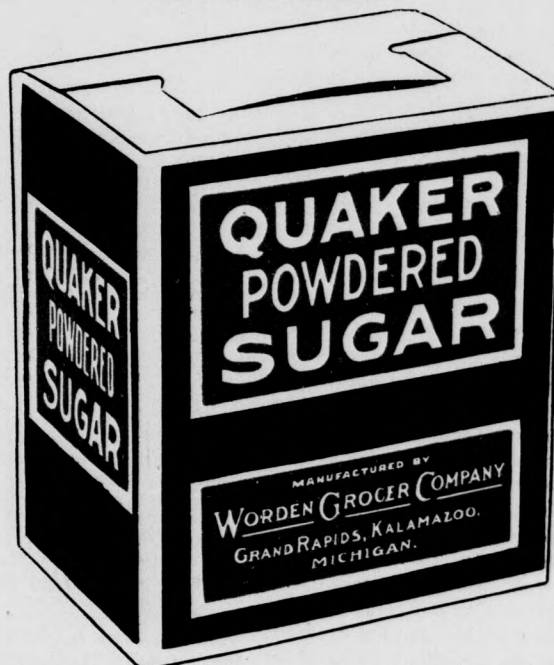
STEEL CUT  
Sales growing every day

The New Member



Just as good as our other Quaker products and proving a big seller

An Older Member



Ground daily by our own process. Super-dried and never cakes. Satisfies the customer. Saves your time and labor and pays a fair profit.

Another New Member



Long thin quill Java Cinnamon  
The best we can procure for you

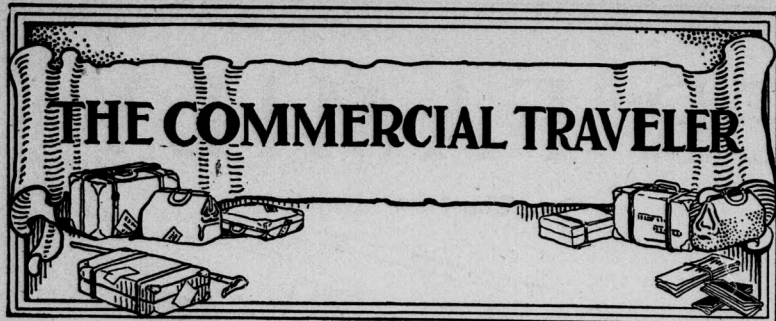
## WORDEN GROCER COMPANY

Wholesale Grocers

THE PROMPT SHIPPERS

GRAND RAPIDS—KALAMAZOO





**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.

#### GONE BEYOND.

#### Sudden Death of Solomon F. Downs on His Birthday.

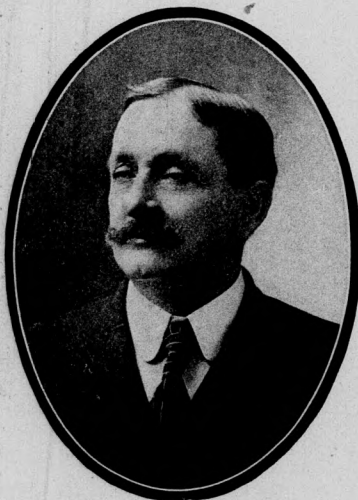
Solomon F. Downs, traveling representative for the Ideal Clothing Co., died suddenly in the garage of his son, Glenn H. Downs, last Friday evening. He was on his way home from the factory, where he had turned in his orders for the last time for 1914, having arranged to spend the holiday season in Grand Rapids. The funeral was held at the family residence, 318 Cherry street, Sunday afternoon under the auspices of Grand Rapids Council, No. 131. The body was taken to Constantine Monday morning for interment in the cemetery at that place.

Mr. Downs was born in Carroll county, Ohio, December 18, 1852, death occurring on his 62d birthday. When he was about 10 years of age his parents removed to a farm near Tekonsha. Three years later they moved to a farm near Hodunk, Branch county, where Mr. Downs remained about ten years. He then formed a co-partnership with his brother and engaged in general trade at Sherwood under the style of W. H. Downs & Bro. Six years later he removed to Grand Rapids to conduct a notion wagon for his brother, who had in the meantime engaged in the wholesale notion business in this market. He was employed in this capacity six years and two years thereafter he traveled in the same way for Swartout & Downs. On the retirement of Swartout & Downs from the trade, he conducted a notion wagon three years on his own account. He was then offered a position as traveling representative for the Ideal Clothing Co., which he accepted and

has filled to the satisfaction of all concerned for the past eighteen years.

Mr. Downs was married in 1873 to Miss Rilla Barnes, of Hodunk. She died three years later and in 1879 he married Miss H. Margaret Leckner, of Sherwood, who survives him, together with one son, Glenn H. Downs, who is engaged in business on West Fulton street.

Mr. Downs was a member of Grand



SOLOMON F. DOWNS

Rapids Council, but had no other fraternal affiliations.

Mr. Downs was a man who enjoyed the confidence of his house and his trade to a remarkable degree. He was faithful in every walk of life and his death will long be deplored by his friends.

#### Dean of the Upper Peninsula Traveling Men.

Hancock, Dec. 21.—During a traveling "bee" at the Scott Hotel Sunday afternoon when a number of the guests preferred to lounge about the hotel in preference to getting out in the blizzard when they did not have to, it developed that a member of the group bore the honor of being the oldest traveling man, in point of service, coming to this district. The man was J. K. Ross, representing Miller & Co. of Chicago and his first trip into this territory was made in 1867.

It was not until Mr. Ross made known this fact that he was considered among the pioneer knights making the copper country. It developed only when H. O. Pinther, representing A. C. McClurg & Co., of Chicago, proceeded to name the three men that have been traveling into this country the greatest number of years. Mr. Pinther has been coming here since 1879 and he classed himself third, giving Martin Behner, the veteran candy salesman second place. Mr. Pinther was unable to recall the name of the man he thought was the oldest but said he traveled for Sprague Warner & Co.

Mr. Ross did not enter into the discussion until the gathering had practically decided that Mr. Pinther's data

was correct. The dean then produced statistics showing that he was the holder of this title, providing the statistics produced by Mr. Pinther concerning the other men was correct. Mr. Ross traveled here for H. H. Watson of Rochester, N. Y., for ten years and for the past thirty-seven years has been with the Chicago house.

"Yes sir, the boys kick now when they have to wait a few hours at some small town because their train is late in the middle of the winter period," said Mr. Ross, "but they should get a little of what we had to accept during the days of staging it from L'Anse to the copper country. Many's the time we had to get out and help shovel a road that the teams might get a chance to break through the big drifts. I have known it to happen that we would get into some town and not know how long it would be before we could get out."

Some of the experiences of the early day difficulties attending a traveling man's life were then enumerated by Mr. Ross and the younger knights were free to admit they were glad similar conditions did not exist today. Mr. Ross has a remarkable memory and he not only told of the location of different buildings when the Portage lake towns were in their infancy, but recalls many of the prominent men of those days, most of them having since been called to the unknown world.

For the amusement of the assemblage Mr. Pinther related his first visit to the copper country. The veteran salesman drove from L'Anse to the copper country in the middle of the winter, the thermometer near zero and wore a silk hat because his firm advised him that one of the essentials in going into a new country the first time was to make a good impression.

#### The Children's Christmas.

We have done our best to spoil Christmas, we grown-ups have. We have done our best to spoil it by greed, by selfishness, by extravagance, by a needless and foolish habit of giving and taking gifts more expensive than we can afford.

But we haven't succeeded. Try as hard as we might we couldn't spoil Christmas altogether and we never shall either. The reason why we shall not lies in the wise provision of Nature which keeps on bringing children into the world. As long as we have children we are going to have the real spirit of Christmas. While there are stockings to be filled, while there are lettered scrawls telling of childish wishes to be sent up the chimney, while there is a Santa Claus who comes by night, while the memories of Gene Field and Lewis Carroll and

Hans Christian Anderson endure, while there are illusions and ideals not yet submerged by homely, incontrovertible facts, while children are children, and holly grows greens, there will be a Christmas once a year.

At this season, when the Christmas feeling is getting into the marrow of our grown-up bones and perhaps making us a little more tolerant and charitable, it is easy to preach the doctrines of a true Christmas spirit and a true Christmas observance among us. It is easy preaching, but it is mighty hard practicing. We know already that we have overdone the gift-giving habit. We know that we spend too much money on presents for persons who possibly will be inappreciative. We know that we have made the very mention of Christmas a nightmare to clerks and shop girls. We know that at Christmas time half the world sweats and sighs that the other half may have a Christmas whereat lip service is apt to cover up heart-burnings and disappointment. We know that we should reform all this—reform it first and then transform it into a day that would stand out from all other days in the year for good cheer and good deeds.

But we aren't going to do it. We grown people are going to keep on celebrating Christmas in the old, selfish, foolish way.

There is a real Santa Claus who comes on Christmas Eve with gifts for the children to make them happy. And nothing that makes children happy can be spoiled by the blind bungling of those who are only children grown up and have lost their allusions without getting anything in return.

Merry Christmas is not a lie. It's the merriest, truest, sweetest thing in all the world.

So, Merry Christmas!

#### EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

#### HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

## Grocery Bobs

Without Body, \$17.00 to \$21.00

With Body, 26.00 to 30.00

Only a Few on Hand

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan



### Gabby Gleanings From Grand Rapids

Grand Rapids, Dec. 22.—Solomon F. Downs, the oldest man in point of service connected with the Ideal Clothing Co., died suddenly of apoplexy last Friday on the anniversary of his birthday. Mr. Downs was born in Ohio in 1852 and came to Michigan when he was a boy. He had traveled for thirty years and for the last eighteen years had represented the Ideal Clothing Co., of Grand Rapids, covering Southern Michigan territory. Mr. Downs was a man who was trusted and respected by all his business associates and his name was a synonym for honesty. Being of a rather quiet and retiring disposition, his kindly nature was best appreciated by those who had known him always and his death comes as a great shock to his friends and business acquaintances. Although Mr. Downs had not enjoyed the best of health the past year, he had continued to cover his territory and last Friday had just returned from a week's trip, apparently as well as usual. As was his custom, he went directly from the depot to his son's garage, 7 Fulton street, West, to have a chat with him before going home. While they were visiting, Mr. Downs suddenly collapsed and died in his son's arms before medical help could be summoned. Mr. Downs is survived by his widow and only son, Glenn H. Downs, manager of the Downs Auto Sales Co. The funeral was held at the family residence, 212 Cherry street, and the remains taken to Constantine, the former home of the family, for burial. Mr. Downs was a member of Grand Rapids Council and also of the Grand Rapids Traveling Men's Protective Association.

John Sehler, Sr., Manager of the Brown & Sehler Co., has just returned from a business trip through Virginia, West Virginia and Eastern cities. He reports that business conditions in the East are very good.

Tommy Driggs, 548 Fairview avenue, is confined to his home by sickness. His many friends hope he will have a speedy recovery.

In Detroit on December 29 will be held the fifth annual reunion of the Veteran Traveling Men's Association. The session will open at 2:30 p. m. in the sun parlors of the Wayne Hotel. Ladies reception at 5:30 in the same room and dinner at 6:30. By courtesy of the manager of the Wayne Hotel there will be no charges for the ladies except for the meals. The President, E. B. Braddock, Bay City, will preside at the business meeting. Any traveling man who has been on the road fifteen years is eligible to membership. The annual dues are \$2 per year and this includes the banquet. Application blanks for membership may be secured by writing Samuel Rindskoff, Secretary-Treasurer, Detroit. The creed of the Veterans is: We are bound by no party, to no sect confined, the world is our home, our brethren are mankind, resolved to do good, to deal fair and just with all and exalt the right, although every "ism" fall.

The janitors are getting the furniture exhibition buildings ready for the reception of sample lines of furniture for the big show which commences January 2.

Jim Goldstein announces through the Tradesman that the stores in Detroit will be open evenings to accommodate Christmas shoppers. We observe that this bad practice of keeping open nights is still the custom in some of the smaller towns in the country.

Wallie Wendall and R. M. Richards were heroes in Traverse City last week when the Park Hotel was threatened by fire.

J. L. Gillispie, Berrien Springs merchant, lost his only son recently. The boys who make Berrien Springs know of the great friendship that existed between father and son and all

join in expressing their sympathy to Mr. Gillispie.

Those who attended the last U. C. T. party at Herald hall say it was the best they ever attended—the largest crowd, the most fun, the best music. The dance committee are proud of the success of their series up-to-date.

Those who have visited South Haven this winter have spoken of the beautiful decorations always to be found in Johnson & McKinnie's up-to-date clothing store. They show great ability in making their show windows attractive.

C. E. Myers, proprietor of the Acme Hotel, at Grand Junction, is enjoying a good business and his hotel is growing in popularity with those who travel. Mr. Myers is now installing a new heating plant which will make his place more than ever deserving of patronage.

The brick store building owned by A. W. Lee, at Britton, occupied by Lowe & Palmer with a stock of farm implements, harness, blankets and robes, was totally destroyed by fire one day last week. The building was covered by insurance, the stock partially covered by insurance. Mr. Lee built the store about four years ago and it was considered one of the best buildings in the town. Mr. Lee expects to reconstruct it as soon as the weather will permit and Lowe & Palmer will again occupy it with a new stock of goods.

The Brown & Sehler Co. will hold its annual banquet for the traveling men, office force, heads of departments and the wives of all concerned, at the Hotel Pantlind Wednesday night, December 30.

F. Fahrner and Alfred Hinderlang, who for some time have been connected with the Belser Hardware Co., at Chelsea, have formed a copartnership and will open their doors for business in that village with a full line of heavy hardware, harness, bugies, etc., about January 1.

Frank H. Starkey, who sells hats for Parrott, Beals & Co., of Chicago, left Monday for a pleasure trip to Philadelphia, New York City and points in New Hampshire. He expects to be gone about six weeks and is taking a much needed rest from his road duties.

A motto handed us the other day reads as follows: "Let us so live, that when we die even the undertaker will be sorry." Our idea of the life that would make the undertaker sorry is one that had been so improvident that the deceased had left insufficient means to defray his funeral expenses. The same person handed us this one: "The man who never made a mistake never made anything." We like this better.

Sam J. Seely, of Elk Rapids, who conducts a tonsorial parlor and cigar stand in that place, has listened to the advice of his friends and discontinued the attempt to raise a mustache. Sam says his friends couldn't agree on the color of it and the heated debates on the subject were bidding fair to interfere with his business, so in order to remain neutral he operated on it.

"Crooked men sometimes get business, but only straight men keep it."

The vital question: Will George Clark, hustling candy salesman take his commissions and buy a ford or a regular automobile?

Samuel Crompton, of Central Lake, has sold his stock of cigars and tobacco to E. Sutton, who was formerly in business at Howard City.

The Worden Grocer Co. will give its annual banquet to the salesmen and men at the heads of departments for both the Grand Rapids and Kalamazoo houses at the new Peninsula club Saturday, January 2.

E. J. McIlhenny, who was foreman for the Grand Rapids Electrotypes Co., has bought a garage in Boone, Iowa, and has moved to that city.

William E. Sawyer.

### Grew Rich on \$9 a Week.

Owosso, Dec. 22.—When the delivery wagon from Collins' grocery store goes by nowadays, the older residents of the city stop and stare after it. Some of them are tempted to rub their eyes.

For a stranger is driving the wagon. The thin figure of Otto Debeaux no longer adorns the front seat.

There is no reason why Otto should not have quit any time in the last ten years. But delivering groceries, rain or shine, summer or winter, had grown to be a habit with him. Now he is giving his time to collecting his rents and looking after his property.

Otto's career is an answer to the plaint of the chap who says there is no longer any opportunity. He probably smiles when he hears talk of hard times, or when the earnest young man writes to the newspaper and says: "Would you advise me to think of getting married on \$25 a week?" Here is the story of Otto:

He didn't have much education, to begin with; he classes only as a common laborer. He started to work thirty-one years ago for A. T. Thomas, grocer, who died about two years ago. A quarter of a century or more ago money bought more than it does now. Otto probably started in at \$6 or \$7 a week. When Mr. Thomas died, Otto's weekly wage was, and had been, \$9 a week. He had never received more than that in his working life.

Horace Collins, who bought the store raised Otto to \$10. But the bulk of his achievements were performed on \$9 a week, \$37 a month, \$468 a year. To-day Otto has a rent roll of about \$100 a month. He owns eight houses. He has reared two girls to young womanhood, with the help of his frugal, industrious wife. He is a landed man, a capitalist. He has had as much solid happiness out of his life as the most of us have. He has helped support the church of which he is a faithful member. He and his family have lived plainly, but well; they were always comfortably clothed.

He has accumulated property worth \$16,000 on \$9 a week. Otto doesn't philosophize—much. But he has been heard to say:

"Most people don't know enough to save their money. That's why we must have poorhouses."

### Muskegon Grocers and Butchers Organized.

John Kolkema of No. 206 Apple street was chosen as President of the Retail Grocers and General Merchants' Association, which was perfected in Muskegon, following a dinner at the Knights of Columbus hall. Addresses were made by Fred Fuller, of Grand Rapids, Secretary of the Michigan Retail Grocers' Association, and W. M. Howe, Kansas City, Mo., National organizer. Enthusiasm for the new organization is high and a winter full of activity is already being arranged.

In an eloquent address Mr. Howe, who has perfected nine similar organizations in Michigan in the last few weeks, cited numerous advantages to be gained for Muskegon merchants by their banding together. He told something of what had been done in recent years by the National organization and also of contemplated legislation.

Mr. Howe is regarded as an able organizer, a reputation as such in his home city, Kansas City, where he was successful in building an organization of thirty-four members to one boasting 450 members.

Mr. Fuller was equally enthusiastic over the completion of the Muskegon organization, telling what had been done

by co-operation of the merchants in Grand Rapids within the last year.

Ole Peterson, prominent groceryman, was also nominated for the presidency. He was defeated by Mr. Kolkema by a few votes only.

Roderick J. MacDonald, attorney, was toastmaster. Appearing on the programme was Frank Dion, amateur entertainer, who opened his rapid fire line of witticisms with the remark: "When the grocers and butchers 'meet,' it's pretty tough."—Muskegon Chronicle.

### Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Co., Com.	317	322	
Am. Light & Trac. Co., Pfd.	108	111	
Am. Public Utilities, Com.	30	35	
Am. Public Utilities, Pfd.	63½	66	
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.	77½	79½	
Comw'th 6% 5 year bond	96	99	
Holland St. Louis Sugar	3	5	
Michigan Sugar	40	45	
Pacific Gas & Elec. Co., Com.	43	45	
Tennessee Ry. Lt. & Pr., Com.	8	10	
Tennessee Ry. Lt. & Pr., Pfd.	37	42	
United Light & Rys., Com.	43½	46	
United Light & Rys., 2d Pfd.	65	67	
United Light & Rys., 1st Pfd.	68	70	
bonds		86½	

Industrial and Bank Stocks.		Bid	Asked
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 23, 1914.

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

Buffalo, Dec. 23.—Creamery butter, fresh, 27@34c; dairy, 24@30c; poor to good, all kinds, 18@23c.

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

Eggs—Choice fresh candled, 36@38c; fancy, 40c; cold storage candled 24@26c.

Poultry (live)—Cox, 10c; fowls, 11@13c; ducks, 14@16c; chicken 11@13c; geese, 14@15c; turkeys, 18@20c.

Poultry (dressed)—Turkeys, 22@23c; chicks, 14@17c; fowls, 13@16c; ducks, 18@20c; geese, 16@17c.

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

Potatoes—New, 30@40c per bu. Rea & Witzig.

### Beware of Bogus Photographers.

The Tradesman is informed that a couple of ill-looking fellows are soliciting orders for group portraits throughout Michigan, claiming to represent the Michigan Tradesman. The men are imposters, pure and simple. The Tradesman employs no itinerant photographers to go about taking pictures in a miscellaneous manner. Any one who is approached by these chaps will do the Tradesman a favor to wire us at our expense. We will do our part by landing the pretenders behind the bars with as little ceremony as possible.

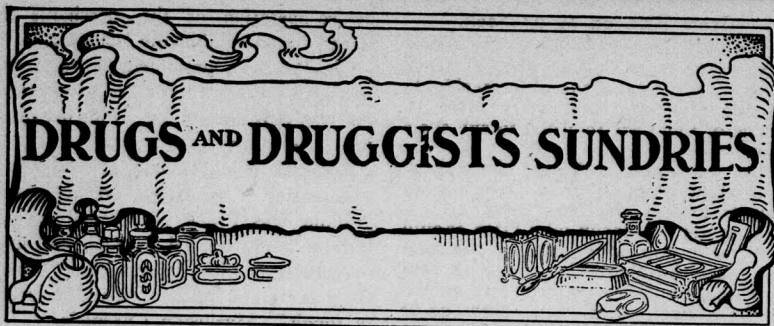
Most of us think we know a lot of people that his satanic majesty does not have to waste any time running after.

### Judson Grocer Company

The Pure Foods House

COME IN





#### 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.

#### Most Essential Ingredients Used in Perfumery.

The source of musk has been attributed to every kind of an animal known under the name of musk, as musk-rat, musk-ox and musk anything else, but the musk used in perfumery is obtained from only one source, namely the musk-deer. This is considered the best. The deer from which this grade of musk is obtained is an active, graceful animal, somewhat resembling a roebuck and inhabits the mountainous regions of Tibet. Its movements are remarkably quick and light, the limbs being long and slender but have become modified by the animals' habits so that the hinder ones are somewhat stouter. The average deer measures 2 feet 3 inches in height at the shoulders and 2 feet 9 inches from the sole of the hoof to the top of the haunch. The hoofs are narrow, long and pointed and the lateral pair are exceedingly large, assuring the animal a firm grip on the slopes and slippery rocks where it makes its home. They have no antlers and the ears somewhat resemble that of a hare. The most peculiar characteristic is their canine teeth which project from the upper jaw sometimes as much three inches. The animal when pursued usually seeks a high altitude where it is almost impossible for man to follow. They very seldom travel in herds but wander alone in pairs. During the day they lie concealed in a "form" similar to that of a hare, only issuing forth to feed in the evening and early morning.

The special gland from which the musk is obtained is a small hairy sack about the size of a tangerine, lying beneath the skin of the abdomen. This sack, or pod as it is called, has a narrow tubular orifice. The secretion of musk accumulates until the pod is

full, usually being discharged by a compressor muscle when the animal is frightened. The musk while in the pod of a living animal is of a viscid consistency, hardens when dried and becomes dark, granular, soft and more pleasant in smell. This pod is cut out together with a small portion of the skin of the animal and tied up until it hardens. When sufficient pods have been collected they are sold to dealers and in turn shipped to Europe. The amount of musk contained in these pods and the odor depends very greatly upon the age and health of the animal. In the young the pod is quite empty and in the old it contains a little musk and that of a poor quality. Musk seems to be secreted in the largest quantities during the rutting season and it is then most powerful. The musk of the deer inhabiting Tibet and China is more powerful than that of Siberia. The odor of this species of musk (Tonquin) is so powerful that the hunters themselves can hardly endure it and when fresh and in large quantities it produces violent effects on the nervous system. Inhalation often seriously affects the eyes and ears. One of the most interesting and important properties of musk is the power of imparting an odor to everything with which it becomes in contact. Its taste is bitter, acrid and somewhat astringent. As noted above the smell is extraordinarily lasting and diffusible. In fact one part of the musk is said to be able to impart its odor to some 3,000 parts of any inodorous powder. The exact source of this odor is unknown but it is supposed to arise from some slow putrefaction of the grain. It has a strong ammoniacal smell especially noticeable in that which is kept in closed space for some time.

There have been many attempts to manufacture musk synthetically. There are many musk products in the market at the present time but "natural musk" still holds its value as a base with the leading perfume houses throughout the world.

#### Glycerin of Cucumbers.

Yolk of egg ..... 1 only  
 Glycerin ..... 2 ozs.  
 Tincture quillaja ..... 2 drs  
 Expressed oil of almond .... 1 oz.  
 Essence of cucumber ..... 1 oz.  
 Rose water, enough to make 8 ozs.

Mix the yolk of the egg with the glycerin, and add the tincture of quillaja. Gradually beat in the essence of cucumber diluted with 2 ounces of rose water. When all has been added make up the volume to 8 ounces with rose water.

#### Turn Over Your Stock.

There is more money in turning your stock five times a year at a net profit of 25 per cent. than in turning over the same stock twice a year at a net profit of 50 per cent.

It has been figured out that if the cost of doing business is 20 per cent. to the druggist, every sale on which he makes a gross profit of less than 20 per cent. means an actual loss to him. This theory is all right and is practiced to a certain extent, but the matter of turning over the stock must be considered at the same time.

For instance, an article costs 2½ cents a package, and, selling at 5 cents shows a profit of 50 per cent. Selling three packages for 10 cents, costing 7½ cents, pays a gross profit of only 25 per cent., but, on the other hand, the profit in money on each transaction is 2½ cents.

If your cost of doing business is now 25 per cent. on your gross sales and you increase the volume of your business to double or treble the amount with the same cost, the same clerk hire, the same interest on investment, the same rent, and the same store costs throughout, of course, you naturally reduce the cost of doing business as far as percentage on the gross results are concerned, and, of course, you increase your profit, even though the percentage on each sale is lessened.

Another illustration: Buy a gross of \$1 articles at \$96 to save 5 per cent. on gross quantity. Take the same article and buy it in one dozen quan-

tity, turning the gross over in a year and only getting 1 per cent. discount; yet you turn your stock over twelve times a year, saving 12 per cent. instead of 5 per cent., and practically no money invested, and at the close of the year you have made 7 per cent. by turning over your stock.

L. G. J. Mack.

#### Making Prescription Labels Readable.

P. I. Minton says that sometimes when a prescription bottle is brought in to be refilled and the label is partially or wholly unreadable, he has found that a strong solution of oxalic acid, generously applied for a few minutes, will often revive legibility to a surprising degree. The explanation of this action he believes to be as follows:

There is iron in the writing fluid or ink, with which the directions have been written. Most prescription mixtures contain a percentage of tannin. Iron tannate is formed. We are all more or less familiar with the behavior of oxalic acid in the presence of ink, or iron formations. Of course this will not always turn the trick, but it is worth trying on an otherwise unreadable label.

#### Liquid Bandoline.

Irish Moss ..... 2 ozs.  
 Water ..... 16 ozs.  
 Boracic Acid ..... 2 drs.  
 Cologne Water ..... 2 ozs.

Boil the Irish moss and boracic acid with the water, strain, add water to make 14 fluid ounces, and mix with the cologne water.

## Don't Depend on Relatives

*To manage your estate. It is not good business. Not that the relatives couldn't do it, but because it is not their business. They have other things to do.*

## You Will Be Surprised

*To learn how little it costs to have your affairs handled by the Michigan Trust Company. How often have you heard of money being lost, property sold for too small a price, and funds not properly invested?*

*The Michigan Trust Company, being a corporation never dies, it is always here, the records are always at your command, and easily understood.*

*Ask us to send you Blank Wills and Booklet giving the inheritance laws of Michigan.*

*Let us tell you how small our fee is, and how well we do our work. Come in and talk it over, or write us, and we will call on you.*

## The Michigan Trust Co.

Grand Rapids, Michigan



## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		Mustard, true	9 00@9 50	Ipecac	75
Acetic	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 1/4 @ 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 1/4 @ 5	Orange sweet	2 75@3 00	Rhubarb	70
Tartaric	55 @ 60	Organum, pure	@ 2 50		
<b>Ammonia</b>		Organum, com'l	@ 75		
Water, 26 deg.	6 1/4 @ 10	Pennyroyal	@ 2 75		
Water, 18 deg.	4 1/4 @ 8	Peppermint	2 50@2 75		
Water, 14 deg.	3 1/4 @ 6	Rose, pure	14 50@16 00		
Carbonate	13 @ 16	Rosemary Flowers	@ 1 35		
Chloride	15 @ 30	Sandalwood, E.			
<b>Balsams</b>		I.	@ 7 00		
Copalba	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 10		
Tolu	85@1 00	Tansy	5 00@5 50		
<b>Berries</b>		Tar, USP	30 @ 40		
Cubeb	85 @ 90	Turpentine, bbls.	@ 50		
Fish	15 @ 20	Turpentine, less	60 @ 65		
Juniper	10 @ 15	Wintergreen, true	@ 5 09		
Prickly Ash	@ 50	Wintergreen, sweet	@ 2 50		
<b>Barks</b>		Wintergreen, art'l	90@1 20		
Cassia (ordinary)	25 @ 30	Wormseed	3 50@4 00		
Cassia (Saigon)	65 @ 75	Wormwood	5 00@5 50		
Elm (powd. 30c)	25 @ 30				
Sassafras (pow. 30c)	@ 25				
Soap Cut (powd. 30c)	25 @ 30				
<b>Extracts</b>					
Licorice	27 @ 30				
Licorice powdered	30 @ 35				
<b>Flowers</b>					
Arnica	30 @ 40				
Chamomile (Ger.)	55 @ 60				
Chamomile (Rom)	55 @ 60				
<b>Gums</b>					
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				
<b>Leaves</b>					
Buchu	2 25@2 50				
Buchu, powd.	2 50@2 75				
Sage, bulk	25 @ 30				
Sage, 1/4s loose	30 @ 35				
Sage, powdered	30 @ 35				
Senna, Alex	50 @ 60				
Senna, Tinn.	25 @ 30				
Senna Tinn powd	25 @ 30				
Uva Ursi	18 @ 20				
<b>Oils</b>					
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 1/4 @ 15				
Cedar Leaf	90 @ 1 00				
Citronella	1 00@1 10				
Cloves	1 60@1 75				
Cocoonut	20 @ 25				
Cod Liver	1 25@1 50				
Cotton Seed	75 @ 90				
Croton	2 00@2 25				
Cupbebs	4 25@4 50				
Eigerson	2 00@2 25				
Eucalyptus	1 00@1 20				
Hemlock, pure	@ 1 00				
Juniper Berries	2 00@2 25				
Juniper Wood	70 @ 90				
Lard, extra	85 @ 1 00				
Lard, No. 1	75 @ 90				
Laven'r Flowers	@ 60				
Lavender, Gar'n	1 25@1 40				
Lemon	2 25@2 50				
Linseed, boiled, bbl.	@ 52				
Linseed, bbl. less	50 @ 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 10		
		Tansy	5 00@5 50		
		Tar, USP	30 @ 40		
		Turpentine, bbls.	@ 50		
		Turpentine, less	60 @ 65		
		Wintergreen, true	@ 5 09		
		Wintergreen, sweet	@ 2 50		
		Wintergreen, art'l	90@1 20		
		Wormseed	3 50@4 00		
		Wormwood	5 00@5 50		
		Bicarbonate	30 @ 35		
		Bichromate	20 @ 25		
		Bromide	@ 94		
		Carbonate	35 @ 40		
		Chlorate, xtal and			
		powdered	30 @ 35		
		Chlorate, granular	@ 40		
		Cyanide	40 @ 50		
		Iodide	@ 3 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, powd.	15 @ 20		
		Gentian, powd.	20 @ 30		
		Ginger, African,			
		powdered	15 @ 20		
		Ginger, Jamaica	22 @ 25		
		Ginger, Jamaica,			
		powdered	22 @ 25		
		Goldenseal pow.	6 50@7 00		
		Ipecac, powd.	@ 3 50		
		Licorice	18 @ 20		
		Licorice, powd.	12 @ 15		
		Orris, powdered	30 @ 35		
		Poke, powdered	20 @ 25		
		Rhubarb	75 @ 1 00		
		Rhubarb, powd.	75 @ 1 00		
		Rosinweed, powd.	25 @ 30		
		Sarsaparilla, Hond.			
		ground	@ 65		
		Sarsaparilla Mexican,			
		ground	30 @ 35		
		Squills	20 @ 35		
		Squills, powdered	40 @ 60		
		Turmeric, 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	@ 20		
		Coriander	@ 25		
		Dill	20 @ 25		
		Fennel	25 @ 30		
		Flax	4 @ 8		
		Flax, ground	4 @ 8		
		Foenugreek, pow.	8 @ 10		
		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		
		Tinctures			
		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	@ 90		
		Cardamon	@ 1 50		
		Cardamon, Comp.	@ 1 00		
		Catechu	@ 60		
		Cinchona	@ 1 05		
		Colchicum	@ 75		
		Cubeb	@ 1 20		
		Digitalis	@ 80		
		Gentian	@ 75		
		Ginger	@ 95		
		Guaiac	@ 1 05		
		Guaiac Ammon.	@ 80		
		Iodine	@ 2 00		
		Iodine, Colorless	@ 2 00		
		Paints			
		Lead, red dry	7 @ 8		
		Lead, white dry	7 @ 8		
		Lead, white oil	7 @ 8		
		Ochre, yellow bbl.	1 @ 1 1/4		
		Ochre yellow less	2 @ 5		
		Putty	2 1/2 @ 5		
		Red Venet n bbl.	1 @ 1 1/4		
		Red Venet n less	2 @ 5		
		Vermillion, Eng.	90 @ 1 00		
		Vermillion, Amer.	15 @ 20		
		Whiting, bbl.	11-10 @ 1 1/4		
		Whiting	2 @ 5		
		L. H. P. Prep'd	1 25 @ 1 35		
		Insecticides			
		Arsenic	12 @ 15		
		Blue Vitrol, bbl.	@ 5 1/4		
		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			
		Acetanalid	38 @ 45		
		Alum	5 @ 8		
		Alum, powdered and			
		ground	7 @ 10		
		Bismuth, Subni-			
		trate	2 97 @ 3 00		
		Borax xtal or			
		powdered	6 @ 12		
		Cantharides po	4 00 @ 3 00		
		Calomel	1 20 @ 1 25		
		Capsicum	30 @ 35		
		Carmin	@ 4 50		
		Cassia Buds	@ 60		







6

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

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

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

CREAM TARTAR	
Barrels or Drums	36
Boxes	37
Square Cans	39
Fancy Caddies	44

DRIED FRUITS	
Apples	
Evaporated Choice blk	10 1/2
Evaporated Fancy pkg.	
Apricots	
California	11@14
Citron	
Corsican	16 1/2
Currents	
Imported 1 lb. pkg.	9
Imported, bulk	8 1/2
Peaches	
Muir's-Choice, 25lb.	6 1/2
Muir's-Fancy, 25lb.	7 1/2
Fancy, Peeled, 25lb.	12
Pearl	
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
Hemlin	
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.	

Tapoca	
Flake, 100 lb sacks	5
Pearl, 100 lb sacks	5
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75
FISHING TACKLE	
1/4 to 1 in.	6
1/4 to 2 in.	7
1/4 to 3 in.	9
1/4 to 4 in.	11
1/4 to 5 in.	15
1/4 to 6 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	26
Large	34

7

Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80
FLAVORING EXTRACTS	
Jennings D C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box 1/4 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 90
Sunburst	6 30
Wizard Graham	5 70
Matchless	5 60
Wizard, Gran. Meal	4 60
Wizard Buckwheat cwt	4 40
Rye	6 00
valley City Milling Co.	
Lily White	6 25
Light Loaf	5 75
Graham	2 65
Granena Health	2 75
Gran. Meal	2 05
Boiled Med.	1 95
Voigt Milling Co.	
Voigt's Crescent	6 25
Voigt's Royal	6 65
Voigt's Flourloigt	6 25
Voigt's Hygienic Gra-	
ham	5 20
Watson-Higgins Milling Co.	
Perfection Buckwheat	
Flour	6 20
Perfection Flour	6 10
Tip Top Flour	5 70
Golden Sheaf Flour	5 25
Marshall's Best Flour	6 40
Worden Grocer Co.	
Quaker, paper	5 90
Quaker, cloth	6 00

Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	6 25
Worden Grocer Co.	
American Eagle, 1/2s	6 60
American Eagle, 1/4s	6 60
American Eagle, 1/8s	6 40
Spring wheat	
Roy Baker	
Mazetta	6 30
Golden Horn, bakers	6 25
Wisconsin Rye	6 00
Boneman Rye	6 40
Judson Grocer Co.	
Ceresota, 1/2s	6 90
Ceresota, 1/4s	7 10
Ceresota, 1/8s	7 10
Voigt Milling Co.	
Columbian	6 50
Worden Grocer Co.	
Wingold, 1/2s cloth	7 20
Wingold, 1/4s cloth	7 10
Wingold, 1/8s cloth	7 00
Wingold, 1/2s paper	7 05
Wingold, 1/4s paper	7 00
Wingold, 1/8s paper	7 00
Meal	
Boiled	4 40
Golden Granulated	4 60
Wheat	
New Red	1 12
New White	1 10
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	28
No. 1 Corn & Oat Feed	28
Cracked Corn	28
Coarse Corn Meal	28

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

8

Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2
Pelts	
Old Wool	60@1 25
Lambs	50@ 80
Shearings	50@ 75
Tallow	
No. 1	4 5
No. 2	4 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
3 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 1/2	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, 14 oz.	1 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 Tourn't whist	2 25
POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	23 00@24 00
Short Cut C'r	22 00@23 00
Bean	20 50@21 00
Brisket, Clear	28 00@29 00
Pig	
Clear Family	26 00
Dry Salt Meats	
S P Beilies	14 1/2@15
Lard	
Pure in tierces	12 1/2@13
Compound Lard	8 30@8 1/2
80 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
8 lb. pails	advance 1/4
Smoked Meats	
Hams, 12 lb. av.	19 1/2@19
Hams, 14 lb. av.	17 1/2@18
Hams, 16 lb. av.	17 1/2@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
Minc'd Ham	14 @14 1/2
Bacon	19 @23

9

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

Tripe	
Kits, 15 lbs.	90
1/2 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Casings	
Hogs, per 1/4s	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, 1/4s	55
Potted Meat, Ham	
Flavor, 1/4s	95
Deviled Meat, Ham	
Flavor, 1/4s	55
Deviled Meat, Ham	
Flavor, 1/4s	95
Potted Tongue, 1/4s	55
Potted Tongue, 1/2s	95

RICE	
Fancy	7 @7 1/2
Japan Style	5 @5 1/2
Broken	3 @4 1/2
ROLLED OATS	
Roller 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, pint	4 00
Durkee's, large 1 doz.	4 50
Durkee's, small, 1 doz.	5 25
Snider's, large, 1 doz.	2 85
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	4 00
28 lb. sacks	20
Warsaw	
56 lb. sacks	26
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	26
Common	
Granulated, Fine	1 05
Medium, Fine	1 10

SALT FISH	
Cod	
Large, whole	@ 8
Small, whole	@ 7 1/2
Strips or bricks	9@13
Pollock	@ 5 1/2
Smoked Salmon	
Strips	9
Hallbut	
Strips	18
Chunks	19
Holland Herring	
Y. M. wh. hoop bbls.	
Y. M. wh. hoop bbls.	
Y. M. wh. hoop 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
No. 1, 2 lbs.	75
Lake Herring	
100 lbs.	4 25
40 lbs.	2 10
10 lbs.	62
8 lbs.	54

10

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 \$ dz.	\$ 50
Handy Box, small ..	1 25
Bixby's Royal Polish ..	85
Miller's Crown Polish ..	85



## SPECIAL PRICE CURRENT

12

13

14

15

16

17

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
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clipg, Johnson	30
Cigar Clipg, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	3 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	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	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

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 76
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	11 52
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 5c	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 76
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	5 76
Way up, 2 1/2 oz.	31
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	3 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, m'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

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
Teethpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25
Washboards	
Banner, Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
YOURS TRULY LINES	
Pork and Beans	2 70 @ 3 60
Condensed Soup	3 25 @ 3 60
Salad Dressing	3 80 @ 4 50
Apple Butter	@ 3 80
Catsup	2 70 @ 6 75
Macaroni	1 70 @ 2 35
Spices	40 @ 85
Herbs	@ 75
AXLE GREASE	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00



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

## BAKING POWDER

K. C.	
Doz.	
10 oz., 4 doz. in case	85
15 oz., 4 doz. in case	1 25
20 oz., 4 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

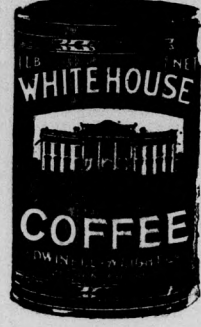


## FITZPATRICK BROTHERS' SOAP CHIPS

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

## Roasted

Dwinnell-Wright Co's B's



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



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

## SOAP

Lautz Bros. & Co.	
Acme, 30 bars	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 20
Big Master, 100 blocks	4 00
Germantown, 100 cks	3 85
German Mottled, 5bx.	3 15
German Mottled, 10 b.	3 10

German Mottled, 25 b.	3 05
Lautz Naphtha 100 ck.	3 85
Marseilles, 100 cakes	6 00
Marseilles, 100 cks.	5c 4 00
Marseilles, 100 ck. toll	4 90
Marseilles, 1/2 bx toll	2 10



# 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.

### MILLINERY FIXTURES FOR SALE CHEAP

They are in exceptionally good condition—almost new. Party is going out of the Millinery business. Write to Box No. 755. Michigan Tradesman.

Homes! Free town lots on the beautiful St. Lucie River, Palm Beach county, Fla.; immense profit in farming, fruit and truck raising. For particulars and booklet write to Wm. Sundberg T-5126 W. 22d Place, Cicero, Ill. 747

Grocery and Market—We need a general store, lumber yard, steam laundry, harness store and bank. Address A. M. Grosvenor, Casselton, No. Dakota. 748

For Exchange—We will exchange a beautiful 80 acres in Florida for a clean stock of groceries or merchandise. A. M. Grosvenor, Casselton, No. Dakota. 749

For Sale at a Bargain—Controlling interest in an up-to-date incorporated hardware firm in Southern Wisconsin. Clean stock, invoices about \$8,000. Sales \$20,000 to \$25,000 yearly. Can be increased 50 per cent. easily. Other interests my reason for selling. Address P. C. Westphal, Secretary, Cambridge, Wisconsin. 750

For Sale—\$7,500 shoe stock in college town; population 10,000. Ideal place to educate family. Will sacrifice if sold before Feb. 1. Address 751, care Tradesman. 751

A great opportunity for salesman selling the grocery trade. Household necessity which repeats and repeats after introduction. Big profits and a permanent income from this side line. Address Leswerk Manufacturing Company, Richmond Hill, New York City. 752

For Sale—Shoe stock and fixtures in excellent shape, doing good business. Invoice about \$3,500. Can be reduced. Good opening for live man. Sam Miller, Keokuk, Iowa. 753

We know of a good, clean \$800 dry goods stock and new fixtures for sale. Good reasons for selling. Paul Steketee & Sons, Grand Rapids, Michigan. 754

For Sale—Millinery store at Saranac. Good location. Oldest millinery store in town. Population 1,000. Two millinery stores in town. Address Box 346, Saranac, Michigan. 757

For Sale—\$5,000 stock men's clothing, shoes and furnishings. Clean stock. Established cash trade; money-maker. I will arrange cash terms so you can pay for half this stock out of profit first year. I want to sell on account other business. E. Bishop, Byron, Michigan. 758

For Sale—Box Factory. Complete and in running order, 16 acres land, 2-story, building 56 x 128 feet with a complete line of box machinery. Power house, office building, etc. 600 M. ft. No. 4 pine boards. For further particulars apply to A. R. Week, Assignee, Stevens Point, Wisconsin. 759

Wanted—A dry goods or a clothing stock, invoice about \$5,000. Address A. B. Clooney, 2679 Lincoln avenue, Chicago. 760

First-class machinery manufacturing plant for sale. E. S. Landes, Wooster, Ohio. 761

Wanted—To purchase a stock of general merchandise at reasonable price, for cash. Can handle a stock from five to twenty thousand. Address No. 762, care Tradesman. 762

For Sale—At a bargain, a large quantity of nearly new 5 and 10 cent goods. Address No. 763, care Tradesman. 763

For Sale—One first-class floor coffee mill, one large double compartment refrigerator, self measuring cheese cutter, one pair of small scales, and several other grocery fixtures, at a price. Address No. 764, care Tradesman. 764

For Sale—Cafe in good town. A money maker. J. D. Towar, 513 Prudden Bldg., Lansing, Michigan. 765

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

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

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

**I**f 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

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

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

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

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

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. Krusenga, 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

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

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

Wanted—To purchase stock of clothing in small town, good location, Central Michigan. Address Box 247, Saranac, Michigan. 744

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

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

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

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

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

## 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

Salesmen Wanted—We have openings for several side line salesmen on a commission basis to handle a well known line of automobile gloves to the jobbing and retail trade. Give references and lines now carrying in the first letter. Address P. O. Box M 665, La Crosse, Wis. 756

## SITUATIONS WANTED.

Position Wanted—Registered pharmacist. Young married man; four years' experience. Address C. S. Kirtland, Lakeview, Michigan. 745

# ENGRAVING & WOOD

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

**TRADESMAN COMPANY**  
*GRAND RAPIDS, MICHIGAN.*

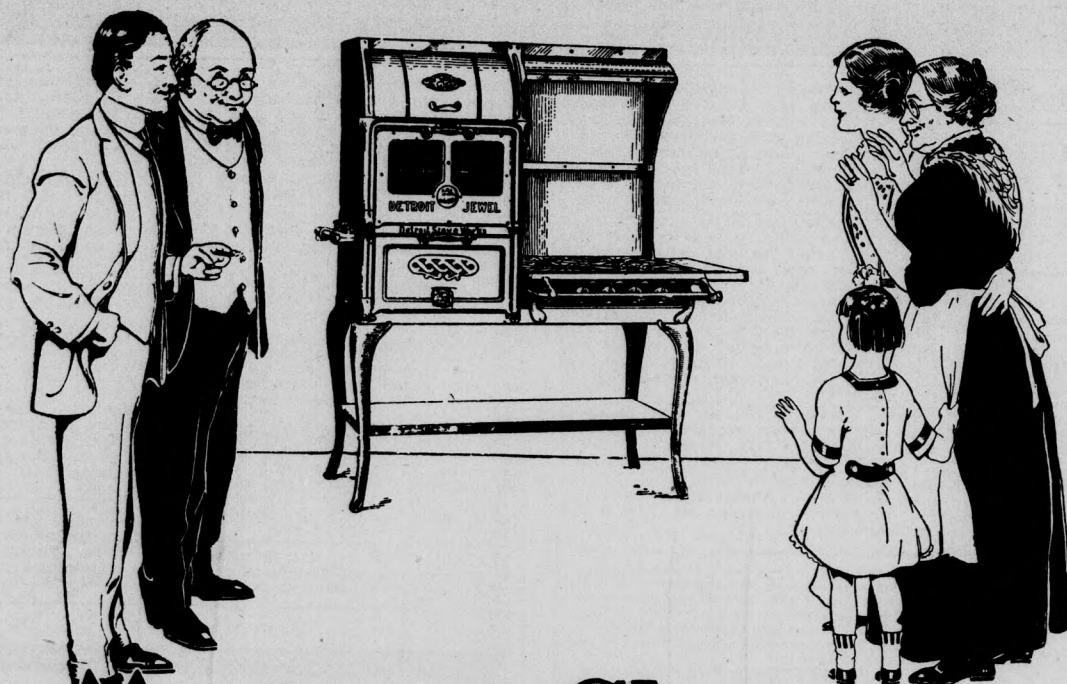
## Economic Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

**Conservative Investors Patronize Tradesman Advertisers**





# Mother's Christmas

will be filled with joy that will last for many years  
if you get her a

## Detroit Jewel Cabinet Gas Range

**Of Course** she can get along with her old stove or low-oven gas range—most mothers DO—but are you going to let her do it any longer?

**She Knows** the many advantages of the Detroit Jewel. The high ovens that save the backaches—the legs that are easy to sweep under—the oven thermometer that tells when the oven is just the right heat—and the glass door that makes it so easy to get ALWAYS just the right brown. She knows about the new self-lighters that do away with dirt and bother of matches, and the star-shaped Jewel burners that give quick heat and save gas.

**Yes, Mother Knows** but most likely she never says a word, but just goes on doing her work the HARDEST way and YOU never know the difference.

**But You Ought To Know** and you WILL when you get a modern, up-to-date CABINET Gas Range that will make her work far easier, and that will bring a smile to her face every time she steps into her kitchen.

**Come Now**, a real Cabinet Gas Range isn't any too good for mother. And you can do it EASILY Club together if necessary—we'll gladly make it easy for you with small monthly payments, AND THINK HOW HAPPY MOTHER WILL BE—And you know you don't HAVE to wait 'till Mother's Birthday to surprise her. She'd be just as happy if you did it TO-MORROW. Better come in and talk it over TO-DAY with

# THE GAS COMPANY





## THE NEW PANTLIND HOTEL

1915

J. BOYD PANTLIND, Proprietor

Rates in Effect When Hotel is Completed:

- 50 Rooms, Hot and Cold Water, \$1.00 per day.
- 100 Rooms, Toilet, Hot and Cold Water, \$1.50 per day with use of bath.
- 100 Rooms with Bath \$2.00 per day.
- 100 Rooms with Bath \$2.50 per day.
- 100 Rooms with Bath \$3.00 per day and up.
- 100 Sample Rooms with Bath \$3.00 per day and up.



She Wants the Carton  
with the head of

### Franklin

on it

Your customers know the familiar trade-mark in the neat blue Franklin Sugar Cartons, and they know the fine quality of FRANKLIN CARTON SUGAR.

Keep this full line of fast selling sugars prominently displayed where your customers can see them. The demand for FRANKLIN CARTON SUGAR is increasing every day because the convenient air-tight, dust-proof carton is universally approved and because FRANKLIN CARTON SUGAR is being constantly demonstrated and sampled to create a demand for it.

Take advantage of the opportunity and tell your customers about the convenience of buying the whole line of FRANKLIN CARTON SUGARS at one time. She'll like the suggestion and it means increased sales and extra profits for you.

You can buy FRANKLIN CARTON SUGAR in the original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.  
PHILADELPHIA

## The State and National Pure Food Laws are Very Strict

The standard set by the pure food officials for baking powder is very high

### And It Should Be

Dealers and consumers are entitled to the fullest protection against poisonous and harmful substances in their foods, and against fraud, deceit and misrepresentation in their sale.

The wise manufacturer is getting in line with the Pure Food Laws (*not fighting them*) and co-operating with the Pure Food Officials to make his product better, purer and free from all taint of misrepresentation in its sale.

## KC Baking Powder

complies with all Pure Food Laws, and its manufacturer has never fought them. It *does not* contain any albumen (sometimes called white of egg) an ingredient discredited everywhere—and we have never used the fraudulent "water glass test."

Just a can of pure, legal baking powder, guaranteed to give perfect satisfaction.

# 25 Ounces for 25c

(More than a pound and a half for a quarter)

At all grocers

Jaques Mfg. Company, Chicago



# The Ideal

Wholesale  
Manufacturers

Grand Rapids, Mich.



To our many friends we extend the season's greetings. May 1915 be to you a year of Health, Contentment and Prosperity.

We thank you for the courtesies shown our representatives, and for the support extended to us in the year just closing, and trust that our service has been such as to merit your approval.

It is our desire to show our appreciation for your loyalty and co-operation by supplying you with the very best merchandise it is possible to produce, at the lowest price for which it can be produced, and we are pleased at this time to inform you that our price lists are being revised and we expect to be able to sell some of our lines at a lower price than has been quoted you for some time.

We hope you have prospered during 1914 and our wish is for the betterment of your business, for better business means more orders and we covet the fullest opportunity to serve you in the year 1915, and in the years to follow.

Very Sincerely,

THE IDEAL CLOTHING COMPANY.