

NEVER TOO LATE

As a dead year is clasped in a dead December,
So let your dead sins with your dead days lie.
A new life is yours and a new hope. Remember
We build our own ladders to climb to the sky.

Stand out in the sunlight of promise, forgetting
Whatever the past held of sorrow or wrong.
We waste half our strength in a useless regretting;
We sit by old tombs in the dark too long.

Have you missed in your aim? Well, the mark is still shining.
Did you faint in the race? Well, take breath for the next.
Did the clouds drive you back? Then see yonder their lining.
Were you tempted and fell? Let it serve as a text.

It is never too late to begin rebuilding
Though all into ruins your life has been hurled,
For see how the light of the New Year is gilding
The wan, worn face of the bruised old world.

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST

FLOUR

is the cheapest food product on the
market

OUR WELL KNOWN BRANDS

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

Call up our Flour Department for some
attractive prices.

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS

MICHIGAN

Start the New Year Right

A Citizens Telephone in Your
Business or Residence Will Help

Citizens Service
Predominates

Citizens Telephone Co.

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?

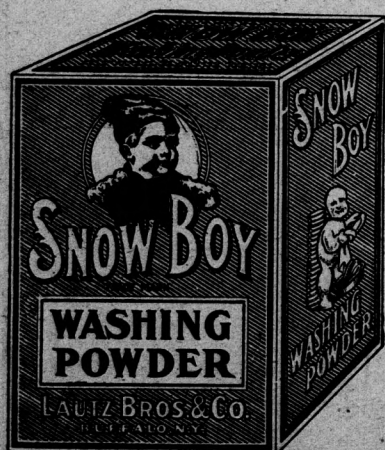
The Michigan Trust Company, being a corporation
never dies, it is always here, the records are always at
your command, and easily understood.

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



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 @ 3.80—2 boxes FREE
5 boxes @ 3.65—1 box FREE
2½ boxes @ 3.75—½ box FREE

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

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.
Order from your Jobber at once or send your order to us giving name of Jobber through
whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 30, 1914

Number 1632

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MADE A GREAT SHOWING.

That a bill which practically proposed to pave the way for Nation-wide prohibition should have had a favorable vote in the National House of Representatives of 197 to 189 is of itself at once remarkable and significant. It requires a two-thirds vote to approve an amendment to the constitution for submission to the several state legislatures, so that the plan is actually defeated, although it has a majority of all the votes cast. Another interesting fact in this connection is that those who supposed a good many members would make it convenient to be absent when the roll was called were mistaken. They were nearly all there and ranged up on one side or the other. It can not otherwise than give encouragement to the friends and supporters of the proposition, although they will make a mistake if they take it too seriously or rather too hopefully.

It is fair to bear in mind that while this is a test vote in one sense, it is not in another. Every one voting knew that two-thirds would be necessary to carry it and they also knew that the two-thirds would not be forthcoming even if a good many voted for it who would not have done so had their vote been decisive. There was undoubtedly some deception practiced by those who as a last resort would have voted against it, but who knowing it would fail voted for it. Had it been a question where a majority would have been sufficient, it is quite possible the result would have been different. The friends of prohibition, however, will not pay much attention to this phase of the subject, but rather will rejoice that they made so good a showing and they may be pardoned for having considerable pride in their accomplishment. Since it has been defeated in the House, there will be no need of taking it to the Senate, as there would be no reason save getting a show of hands. The vote will insure its being brought up another year and probably succeeding years, but even after it gets the two-thirds in Congress, the amendment will not be made until it gets the requisite

number of approvals from the states which make up the National Government. It follows, then, that National prohibition is a long way off, although it has made a good start.

INDUSTRIAL PERPLEXITIES.

The apprehension of a hard winter is not due solely to a fear of diminished purchasing power on the part of the masses. The menace to our industries from sheer inability to secure their raw materials is very real. The writer has in mind a large plant in one of our most prosperous towns which, before the war, had bought six months' supplies of its raw material. The material got as far as a point in Belgium in close proximity to the German operations, and there disappeared from sight. Every attempt to trace it has failed. Meanwhile, the plant has material on hand sufficient for about six weeks, at the end of which it will probably have to shut down, throwing out of employment a large number of skilled and very self-respecting employees.

Something may intervene to prevent this, but the uncertainty in this and other cases inevitable tends to create a spirit of economy on all sides. The effect is already being witnessed in quarters where it is most regrettable. An impairment of charities is manifest. Some of the charitable institutions have unrestricted funds on which they can draw to tide over a period of diminished annual contributions, but others are much less fortunately situated, and some are even confronting the contingency of closing their doors.

Years ago, when houses were not so well heated as they are to-day, it was often remarked of persons who opened their windows and doors in the winter, that they were foolish "to attempt to heat all outdoors." Fresh air is not dreaded to-day as it was fifty or more years ago. To-day no one laughs over attempts to heat a part of "outdoors," for in fruit regions it is common practice to build fires to heat orchards and prevent them from being touched by frost. Smudge pots have been used, but in Southern California they have been relegated to the scrap heap, and a million orchard heaters have been distributed throughout the citrus fruit belt. They burn oil and generate real warmth. They have dampers, drafts and chimneys, so that the heat can be regulated. The growers are ready to laugh at Jack Frost and to show him that if they can't heat "all outdoors," they can heat a section of it.

Most of the fun we have is in the anticipation, which never causes a headache.

VALUE OF PERSONALITY.

The manufacturer of a specialty is constantly complaining that, however much friendliness he displays toward the grocer the latter will usually be influenced by the low price far quicker than he will by the demands of friendship and co-operation. In its essence this raises the question whether price is, after all, the chief consideration in competition of products. The answer probably lies in an analysis of the grocer. Right there comes in still another factor, which probably does more than anything else to influence distributive efficiency—personality.

Personality is too seldom studied in an analytical way by manufacturers. The personality of the grocer may have an overplus of cupidity in it, but it is more likely that he is swayed by the ready sale and the repeated sale than he is by a mere matter of price. After all, it doesn't matter much to the retailer what price he pays, so long as the goods will sell readily and pay a satisfactory profit. And the satisfactoriness of profit is measured by the average grocer more by the aggregate amount of money he can skim off his normal transactions in a given product in a given time than by the profit per package. The most successful specialties in the market to-day have been standardized by the advertising done by their manufacturers and the resulting readiness of demand is as much a welcome asset to the grocer as to the owner of the brand. For both it spells profitable business and probably helps more to bring them into a sense of mutual interest than a few cents per package more or less. The same is true of the jobber, although jobbers frankly admit that they prefer to play the part of passive distributors rather than pushers. If the position of all three as outlined in this programme is correctly stated, evolution will move forward far more intelligently from finding it out than from seeking to perpetuate a spirit of class antagonism.

One of the extraordinary features of this extraordinary war is that English soldiers in the trenches are, in considerable number, being given week-end leaves. Thus, two boat trains a day leave the Victoria Station for the front, and they are crowded with soldiers who have had a few days at home. One train is usually filled with officers, another with men; and a few hours after leaving wives and children they are back in their cold, wet trenches in Flanders. This week-end leave is so typically in consonance with British custom that one wonders if some kind of a bank holiday will not soon be arranged with the Germans, if the deadlock continues much

longer. From the military viewpoint, the brief visits home are thoroughly justified. Nothing outside of bullets did more damage during our Civil War than nostalgia; and the evil effects of homesickness in destroying vitality and weakening the will to live on were plainly noticeable during the Boer War. Still another reason doubtless influences the War Office, and that is the effect upon recruiting. The returning men are so certain of their eventual triumph over the enemy and so full of a quiet readiness to return to their terrible life under fire as to make them the most useful of recruiting sergeants. But week-end excursions home from the front are none the less an amazing novelty in warfare.

In some places a movement is being inaugurated to lessen the amount of profanity. It is urged that it is heard altogether too frequently on the streets and naturally enough the children are taking it up and indulging in it without really knowing what they say or understanding the significance of the words they use. The movement is one which might well be taken up everywhere, because profanity adds no emphasis and lessens rather than increases the respect to which its user is entitled. One need not be particularly pious to find it better left out of daily conversation. Indulgence in it is undignified to say the least, without any reference to the other and better reason which should prevent it.

A contributor to a New York paper calls attention to the value of newspapers as a means of keeping warm. He tells of being once caught in a severe cold spell in a little town of Northern New York, where there were not bed clothes in the hotel to go around. A fellow guest suggested using newspapers. They were inserted between the light bed covers, and all managed to keep warm during the night. Country people know the value of newspapers in keeping out the cold and they use them as chest and back protectors when taking long drives. Poor people who have not sufficient bed covering could add to the warmth by using newspapers between blankets.

Common sense can prove an alibi in most cases.

A bad memory is a cheerful liar's nightmare.

Judson Grocer Company
The Pure Foods House
COME IN

What Some Michigan Cities Are Doing.

Written for the Tradesman.

An implement factory will open for business at Bad Axe in January.

Bay City has a lively Advertisers' Club and an interesting series of meetings has been arranged for the winter, with prominent speakers from outside.

The Pere Marquette Railroad is building a new freight and passenger station at Valley Center, located midway between Saginaw and Port Huron.

Saginaw is determined to keep its sidewalks free of snow this winter and property owners have been warned to clean off the snow in front of vacant lots as well. Delinquents will land in police court.

St. Joseph has opened a municipal ice skating park, well illuminated and well guarded by a former member of the life saving crew.

Albion has passed an ordinance forbidding the painting of signs on sidewalks, also one requiring the trimming of trees of property owners when there is interference with the new tungsten street lights that are being installed.

Eighty-seven cars of Mason county products were shipped by rail out of Scottville in November, including the following: five cars grain, six cars canned goods, nine cars apples, twenty cars merchandise, twenty-three cars hay and twenty-four cars potatoes.

The charter revision committee of the Bay City Common Council has adopted a resolution that the Council be given the power to regulate and prohibit the erection of billboards in the city. Alderman Gardner, who introduced the measure, said: "Billboards are unsightly and are not the proper thing for an up-to-date city. They are a thing of the past and, rather than doing good as an advertising agency, serve to cover up unsightly scenes in their rear. A look behind any billboard would convince any man that they work a greater harm to the city than good. If I had my way I would wipe out every billboard in Bay City."

A meeting will be held at Reed City December 31 to organize a County Board of Commerce, with a view to boosting Osceola.

North Saginaw business men are asking for a new auto fire engine to protect manufacturing and business interests there.

The Flint Board of Commerce recommends that permanent hitching posts for farmers' teams be installed on the city market. All farm produce is weighed free at the market scales.

Brown City business men have organized to provide suitable quarters and entertainments for the boys and young men during the winter. Good clean sport and other things worth while will be encouraged.

Alpena's second Hospitality Day brought 1,200 people and was a success. A permanent waiting and rest room for city visitors will be established.

One of the prosperous concerns at Ann Arbor is the Hoover Steel Ball

Co., which is turning out a product which heretofore has been made only in Germany. During the past year the company has been paying 2 per cent. quarterly dividends, with 1 per cent. extra payable January 1, as a Christmas present. The plant has increased 50 per cent. in floor space and 100 per cent. in equipment during the year.

Gross earnings of the city water plant at Saginaw this year will approximate \$132,000, or a nice increase over a year ago. Almond Griffen.

Saw His Chance in Horse Radish.

A boy whose back yard grew horseradish so abundantly that it was necessary to dig some of it up and destroy it, happened to hear a Grand Rapids grocer remark to a customer that his supply of horseradish was exhausted and that he was unable to secure a sufficient supply for his trade. The boy saw his opportunity, and before he left the city had secured the promise of a number of grocers to take a dozen jars of horseradish, and more if it proved satisfactory, and he also invested in a case of 200 glass jars and a package of printed labels.

He said: "The labels read 'Bigelow Bros.' I thought the 'Bros.' looked much better than my lone name." His younger brother had been taken into the firm without consultation, it being a quick move. "Well," he continued, "my brother was willing, and we started out and dug horseradish until we believed we had enough to fill the jars. The next move was to thoroughly clean it, and then we started in with the graters and filled the 200 jars. As to the ingredients which went into the first lot and each lot since I must not tell, as that information belongs to the firm, but I will say that vinegar is generally used, and only the best vinegar obtainable is advisable.

"Our jars were packed in cases holding one dozen each and shipped to the merchants whose names I had procured, and in a surprisingly short time results were forthcoming, to the end that we were receiving more orders than we could fill. To add to our predicament, the supply in our garden had given out, and that in our neighbors' yards was tending that way. By autumn of the following year we were writing letters to the effect that 'The demand has overtaxed the capacity of our factory,' and it was then that we came to see the need of making horseradish a cultivated crop.

"That fall we secured as many healthy roots as we could obtain throughout the neighborhood and set them out. We placed them about two feet apart, choosing this distance more with an idea to running the cultivator through it than anything else. It came up well the next spring, and we gave it the care allotted to the other farm crops, and the result has justified the efforts. We now have our regular customers, and grow enough horseradish during the summer to keep us busy much of the winter preparing it for market.

"The demand for horseradish is good, and I dare say the supply has never equaled it, but it is not what it

might be and would be if more people gave it a trial."

Death of Herbert Ireland, of Battle Creek.

Battle Creek, Dec. 29.—That "The pen is mightier than the sword" is generally believed. The pen is also used to chronicle events that are as sad as the work of the sword. Our boys at Battle Creek have lived through an event that came close to us all. Our worthy brother, Herbert Weir Ireland, died in Nichols Hospital December 18 and was buried in Oak Hill cemetery, in this city, the following Sunday. Mr. Ireland left a widow, an old mother and a brother and sister in Detroit and a host of friends to mourn his departure.

Herbert Ireland will be missed by a host of friends and acquaintances who always felt better after meeting and feeling his cheery presence. Herbert was a comparatively new man in our midst, but he made friends fast and held them. His make-up was one of cheer and good fellowship and he always boosted and never knocked. His life was spent in selling goods and he never shirked his duties. He handled various lines and at the time of his death was covering territory for Loose-Wiles out of the Chicago bakery. He was an enthusiastic U. C. T. and his Council turned out strong to pay their last respects to his memory. The pall bearers were members of his Council and a long line of the boys of "353" escorted his remains to the grave.

Mr. Ireland was a finished vocalist. He had a beautiful voice, which had had the benefit of the best instruction of the most capable Eastern tutors. Coupled with this gift was a natural talent for composing and many beautiful songs had been placed on the market by our deceased brother. His home town, Battle Creek, was his pride and we all have lost a loyal citizen. Mr. Ireland will be missed and his place will be hard to fill.

May his spirit rest in peace!

A Brother U. C. T.

Grocery Cat Secures Legal Status.

Whatever may be said about the cat as a sanitary factory of the grocery store, she certainly is a factor in helping keep down all those hundreds of millions of dollars in damage done by rats and has won recognition before the law in Maine. According to the New England Grocer, Judge Bird—despite an antipathy of the two species—has just handed down a rescript in the Rockland county session, declaring that a cat is a "domestic animal" within the purview of the State laws.

It is said to be the first time in the history of American and English courts that the exact status of a cat in the court has been legally defined and determined. An effort made several times to get a law through the Massachusetts Legislature giving to the cat the same status as the dog has always failed.

It appears that a dog belonging to one C. W. Thurston was killed by one Carter, while hotly pursuing Carter's cat, and justified the killing by virtue of Section 59, Chapter 4, of the Revised Statutes of Maine, and amendments thereto, providing that "any person may lawfully kill a dog which . . . is found worrying, wounding or killing any domestic animal outside of the enclosure or immediate care of its owner," claiming that a cat is a domestic animal. Judge Bird said briefly "that the cat is a domestic animal within the meaning of the public laws."

President McGlasson's New Year Greeting.

To the Wholesale Grocers of the United States:

There never was a time in the world's history when the wholesale grocers of America were confronted with so great a responsibility as they are now.

With one-half of the world engaged in killing each other and destroying each other's property, it will fall upon the other half—America—to produce that much more foods. Some say do not prolong or encourage this bloody war by sending foods to the warring countries. This would be cruel, as not only the soldiers but millions of helpless children and women would die of starvation.

In such a world's crisis the voice of humanity sounds above that of self-interest and the cry that all aid to the suffering tends to prolong the war is drowned in the universal appeal to human sympathy. No man who loves honor and likes to make money in an honest way would want to profit by the horrors of war.

Let us believe that God in His infinite wisdom will bring peace soon to the warring nations.

We are grateful that this country is not only at peace, but that the United States is full of goodness of the Lord.

Business prospects never looked brighter and farmers never more prosperous. Railroads are now on a sound, safe basis.

Amendments to the anti-trust laws make it quite impossible to foster trusts, illegal combinations and conspiracies and all business conducted honestly can expect encouragement from all sources.

Oscar B. McGlasson.

President National Wholesale Grocers' Association.

Farm Papers Will Protect Retailers From Assault.

"The farm papers, long the friend and patron of the mail order house and the foe of the local village merchant, not to say severe critic of the retailer and "middleman" jobber—have seen a great light. The Agricultural Publishers' Association, which met recently in Chicago, passed a resolution of which the vital part read as follows:

Resolved—That it is the sense of the members of the Agricultural Publishers' Association that the farm papers of America do exclude from their columns copy attacking retail or wholesale dealers, assailing the advertisers selling either direct or through dealers, or reflecting in any unfair manner upon a competitor in business.

Habit.

The doctor stood at the bedside of the sick purchasing agent and said, "Yes, I'm pretty sure I can cure you."

"What will be your charge?"

"Probably in the neighborhood of \$100."

The buyer rolled over with a groan and faintly replied, "You'll have to shade that price considerably. I have a much better bid than that from the undertaker."

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Dec. 29.—Learn one thing each week about Detroit: One factory in this city turns out 1,500 pianos and piano players annually.

Two Detroit couples were refused marriage licenses in Flint last week, which causes some men to wish they had gone to Flint for theirs.

Henry T. Myers has been appointed manager of the department of delivery car sales of the Studebaker Corporation. G. N. Jordan, traveling representative, succeeds Mr. Myers as manager of the corporation's Boston branch.

E. H. Snow, of Grand Rapids, accompanied by his wife, was a Detroit business visitor last week. Mr. Snow represents Buhl Sons & Co., of this city.

Reservations for 1,300 commercial salesmen and members of the Board of Commerce were on hand last week for the fourth annual salesmen's dinner that was held Tuesday evening. As usual, the interest shown by the traveling men before the event was widespread. At this writing it is too early to go into details, other than to state that with two such speakers and entertainers as Dr. Newell Dwight Hillis, of Brooklyn, and Edwin R. Weeks, the entertainment feature of the evening is bound to be a success.

Howard Bierwert, of the Busy Big Store, Ludington, is proving himself a humorist of note. Howard is turning out copy for the Ludington Daily News that is indicative of a future in the newspaper field for him, should he continue the work.

I was looking for news for the Tradesman, said our special reporter, so I started on the rounds of the traveling men's hangouts. I was surprised on my visit to the salvation army barracks to find none of them there, but I was not discouraged. I knew

that some of the boys attended other places of cheer—and I was not mistaken. I waited until the prayers were over and then I walked up to Bill Wilsterman, the chubby, freckled-faced representative for Edson, Moore & Co., and said, Hello Bill, got any news for the Tradesman. While Bill is standing there surprised, I'll mention that he represents his house in the Upper Peninsula and is one of the most popular fellows in that portion of the State and if you have ever met Bill you will understand in a jiffy why he is so popular. Well, Bill finally recovered from his surprise at seeing my handsome profile silhouetted against the landscape and said, "Come over here and share my pew with me and I'll try and think of some news for you, because I think it is time you put some news in your page. What do you think I care about learning one thing each week about Detroit. No matter what you write about your village, there is still more that can be said in favor of Cloverland. (That was a bit of news to me, but I didn't tell Bill). Do you remember when one of the prominent U. C. T. members in our section was running for office? continued Bill Well, I don't know whether you would call it news or not, but while he was campaigning a temperance advocate stopped him on the street and said, 'I wish to ask you a question. Do you ever take alcoholic drinks?' At once our U. C. T. candidate was on his guard and responded, 'Before I answer you that question I want to know whether it is put as an enquiry or an invitation?' I 'lowed as it was a good news item, but secretly I knew the candidate has a wallop in either hand and a hasty temper, besides he was born in Ireland, so I refrain from using names—not that we are afraid of him, but it is said he is due in Detroit this week and he knows where to find me and the place has but one doorway."

Nevertheless Bill Wilsterman is one of the most popular representatives since the days of Sunny Bill Pohlman. Lee Anderson, for the past five years advertising manager for the Chalmers Motor Co., has resigned to accept a similar position with the Hupp Motor Car Co.

We are willing to admit that Gabby Gleanings is some shot. When he takes one at us he seldom misses.

F. G. Clayton, one of the best known clothiers in Michigan and proprietor of the F. G. Clayton Co. clothing store, announced last week that the building now occupied by the company will be torn down and a modern three story building will take its place. The Clayton Co. has occupied the corner, which is opposite the Hotel Cadillac, for the past thirty-one years. The store has a frontage on Michigan avenue and Shelby street of 178 feet.

For the benefit of all concerned we advise that you do your Christmas swapping early.

The Morse Chain Co., of Ithaca, N. Y., has opened offices at 735 Dime Bank building and has appointed F. C. Thompson manager of the branch.

Fred Larrett (Burnham, Stoepel & Co.) has recovered sufficiently to be removed from the hospital in this city to the home of his parents in Alpena. It is expected that he will now recover rapidly and will soon be able to resume his duties as manager of the Grand Rapids office of the company.

Charles Poppleton, a former dry goods salesman, but more recently in the real estate business, has accepted a position as representative for the ladies ready-to-wear department of Edson, Moore & Co.

Are you ready to spring your annual January 1 lie?

The poultry show to be held in Detroit January 20 to 25 is expected to be the largest in years.

The Peoples Outfitting Co. gave a dancing party followed by a luncheon

to its 400 employees Saturday night at Clark's academy. The company gives a party annually for its employees, but it is said that the event this year surpassed those of previous years.

You can't always tell how many friends a man may have by the number of fellows who will take a drink with him.

We have resolved not to spring any more mother-in-law jokes.

She has moved into the neighborhood. James M. Goldstein.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	316	320
Am. Light & Trac. Co., Pfd.	108½	112
Am. Public Utilities, Pfd.	64	66½
Am. Public Utilities, Pfd.	63½	66
Cities Service Co., Com.		
Cities Service Co., Pfd.	52	55
Comw'th Pr. Ry. & Lt., Com.	53½	55
Comw'th Pr. Ry. & Lt., Pfd.	77	79
Comw'th 6% 5 year bond	96	99
Holland St. Louis Sugar	3	5
Michigan Sugar	40	45
Pacific Gas & Elec. Co., Com.	42	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.

Dennis Canadian Co.	80	90
Furniture City Brewing Co.	45	55
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 30, 1914.

Judson Grocer Company

The Pure Foods House

COME IN

Trade Pullers for January

An unprecedented opportunity to equip yourself so you can talk PRICE to your customers and thus force in the Midwinter Trade will be afforded by our January catalogue.

Our famous 45c and 95c Sales, bigger and better than ever, will be only part of this important book's notable offerings.

You will be making a serious mistake if you equip yourself for Midwinter Business before you see "OUR DRUMMER" for January.

WATCH FOR IT!

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

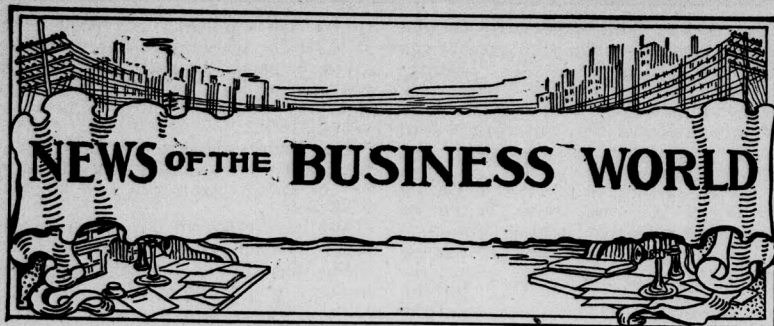
CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS



Movements of Merchants.

Hamilton—Mr. Frost has engaged in the meat business.

Interlochen—H. K. Filip succeeds James White in the meat business.

Shepard—H. & S. Marvin succeeds R. R. Sawyer in the grocery business.

Lake Odessa—John Suagnola succeeds F. P. Spanlo in the fruit business.

Mancelona—Cummings & Ludwig have engaged in the meat business.

Conklin—George Bleckley has added a line of groceries to his meat stock.

Adrian—The Willett-Calhoun Piano Co. has changed its name to the Willett Piano Co.

Clarksville—Harry Mitchel, formerly of Cadillac, has engaged in the meat business here.

Middleville—Jay Corson has engaged in the meat business in the Furgeson building.

Leslie—Mrs. Mary Crowley has closed out her stock of bazaar goods and retired from business.

Newaygo—The Larson Lumber & Fuel Co., Louis Larson manager, will commence business Jan. 1.

Cheboygan—George D. O'Brien has opened a grocery store at the corner of State street and F avenue.

Lowell—The Robert J. Merrill Co. succeeds R. J. Merrill in the clothing and men's furnishing goods business.

Jackson—The Dean Fuel & Supply Co. has been incorporated with an authorized capital stock of \$15,000.

Bancroft—Fred Shelp has sold his coal and wood yard to George Symes, who will consolidate it with his own.

Owosso—The Owosso Carriage & Sleigh Co. is closing out its stock and plant and will retire from business.

Nashville—Len W. Feighner, trustee, is closing out the O. G. Munroe clothing stock and fixtures at special sale.

Detroit—J. C. Hasse & Son have opened a mens clothing and furnishing goods store at 109 Woodward avenue.

Holt—Abraham J. Black, who was formerly engaged in the grocery business here, has engaged in the same line of business.

Perry—R. E. Hayner, formerly of Leslie, will open a bakery and candy kitchen in the Stichler store building about January 15.

Alma—Hasen Bros., recently of Grand Rapids, have opened a confectionery, fruit and cigar store in the Arcada hotel block.

Manistee—Matthew H. Ross, whose confectionery stock was recently de-

stroyed by fire, has resumed business at the same location.

Mt. Clemens—The Trombley & Groesbeck Co., dealer in cigars and tobaccos, has decreased its capital stock from \$15,000 to \$5,000.

Hancock—Burglars entered the C. A. Silfven Hardware Co. store at 200 Quincy street and stole a quantity of valuable goods Dec. 25.

Lapeer—E. J. Elsie has erected a two-story modern store building which he will occupy Jan. 1 with his stock of men's and boy's clothing.

Belmont—William A. Harman, recently of Grant, has purchased the Fred Atwater stock of general merchandise and will continue the business.

Kingsley—R. B. DeFrance lost his hotel by fire Dec. 23. Loss, \$2,500, partially covered by insurance. Mr. DeFrance will rebuild the hotel at once.

Evart—Herman Fisher has sold his interest in the City meat market to his partner, R. C. Gordon, who will continue the business under the same style.

Stephen A. Sears, who has been indisposed for several days, is gradually recovering and will soon be able to make his usual rounds among his friends.

Ionia—George Dodson has sold his cigar stock and lunch counter in the Tower block to John Nelson, who will continue the business at the same location.

Buckley—Frank Sheriff and Leo Woolaver have formed a copartnership to purchase the Clarence Brigham meat stock and will continue the business.

Detroit—The John B. Trossel Co. has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in property.

Detroit—The Signal Motor Truck Sales Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Onaway—Mark Thompson, recently of Aloha, has purchased the Myron Gillett store building and stock of hardware and groceries and has taken possession.

Caro—George Leslie Phelps has disposed of his cigar and confectionery stock to Charles R. Beutel, of Bay City, who will continue the business at the same location.

Battle Creek—Hubbard & Heffley, plumbers, have dissolved partnership and the business will be continued by W. H. Heffley, who has taken over the interest of his partner.

Vermontville—The Vermontville Lumber Co. has dissolved partnership and the business will be continued by E. G. Bowman, who has taken over the interest of his partner.

Norway—Ernest Beckstrom, grocer and meat dealer, has filed a voluntary petition in bankruptcy. Liabilities, \$2,506; assets, \$2,885. He claims exemptions amounting to \$1,650.

Evans—A thief entered the C. C. Tindall general store and stole underwear, groceries, etc., but was captured and taken to Grand Rapids where he will be held for trial January 4.

Detroit—The F. D. Sheill Baking Co. has been incorporated with an authorized capital stock of \$60,000, of which amount \$45,000 has been subscribed and paid in in property.

Detroit—The McLaren Drug Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$8,000 paid in in cash.

Saginaw—The J. H. Nickodemus Oil Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,150 paid in in cash.

Elmira—A. B. Wickett has purchased the interest of his partner, D. Lamain, in the Wickett & Lamain stock of general merchandise and will continue the business under his own name.

Tecumseh—The Tecumseh Co-Operative Association has been incorporated with an authorized capital stock of \$25,000. This concern will engage in the co-operative mercantile business.

Montgomery—M. M. Berry has sold his store building and stock of general merchandise to Clarence Todd and Elmer Houtz, who will take possession February 1 and continue the business.

South Haven—Fire destroyed the store buildings owned by Jacob Nifenegger, C. J. Monroe & Sons and Charles Converse, with all contents, causing a loss of \$30,000, with insurance of \$14,000.

Muskegon—William J. Brinen has merged his lumber business into a stock company under the style of W. J. Brinen Lumber Co. with an authorized capital stock of \$75,000, of which amount \$45,900 has been subscribed and \$7,500 paid in in cash.

The Grand Rapids Wholesale Optical Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,260 has been subscribed, \$1,010 paid in in cash and \$250 in property. This concern will conduct a mail order optical business and engage in the manufacture and sale of optical goods.

Middleton—Ealy, Slocum & Hudson, who have been conducting a private bank under the style of the Bank of Middleton, have merged the business into a State bank under the style of the Peoples State Bank of Middleton. The capital stock is \$20,000, all subscribed and paid in. Grant H. Slocum (Mt. Clemens) holds \$10,500 of the stock, John R. Hudson (Middleton) \$3,100 and John M. Ealy (Caro) \$1,500.

Sault Ste. Marie—As a result of

further complaints made by Deputy Dairy and Food Inspector J. P. Fetz, Soo merchants have paid fines in justice court as follows: Frank Trappasso, charged with using short measure, \$20; James Nanos, charged with selling diluted milk, \$10; Frank Campanaro, charged with selling process butter without properly stamping it, \$17.55; Joseph Fuoco, charged with using short measure, \$20; Joseph McQueen, charged with using short measure, \$20; Booth-Newton Co., charged with selling coated nuts, \$25; John Sterling, charged with using short measure, \$20. All pleaded guilty. Chris Guanakura was fined \$25 in Circuit Court, after pleading guilty to a charge of having insanitary conditions. The dealers charged with using short measure were in some cases using liquid measure as dry measure and in other cases were using a peck measure when they should have weighed their goods. Fred Bye paid a \$53.15 fine for using excessive cereal in sausage. Four other Sault Ste. Marie dealers who were arrested upon complaint of Deputy Fetz have been arraigned and fined in justice court. In these cases the defendants were charged with using short measures. All pleaded guilty and were fined as follows: Central Grocery Co., \$20; Frank Falcone, \$20; Lorenzo DuLucia, \$20; William J. Armstrong, \$20. Sam Winberg, charged with using a short measure in measuring cloth, pleaded not guilty. Frank Callaghan, Samuel Skidmore and Joseph Fuoco, each charged with selling oleomargarine without a sign, pleaded guilty when arraigned before Judge Fead in Circuit Court. A fine of \$35 was imposed upon each. H. A. Williams, charged with using excessive cereal in sausage, has been bound over to the February term of the Circuit Court.

Manufacturing Matters.

Detroit—The Park Motor Works has increased its capital stock from \$5,000 to \$50,000.

Detroit—The Detroit Concrete Products Co. has changed its name to the Eastern Supply and Fuel Co.

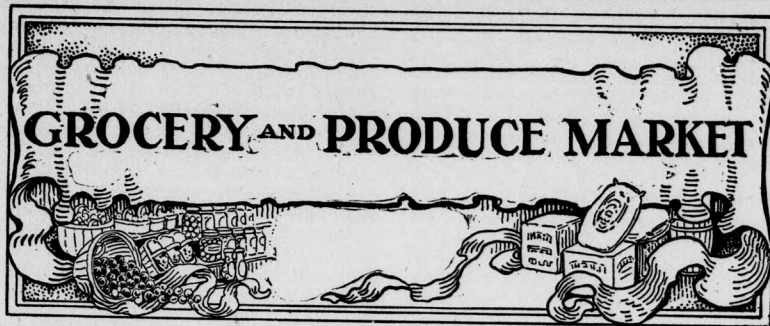
Cadillac—The Cadillac Candy Co. has been organized to manufacture and wholesale its product and will open for business Jan. 1.

Lake City—The Lake City Creamery Co. will begin operations at its new plant early in January. F. Jankoski and D. H. Barnes are the owners.

Detroit—The Consolidated Car Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and \$15,000 paid in in cash.

Detroit—The English & Miller Machinery Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—James Vernor has merged his general bottling and soft drink business into a stock company under the style of the James Vernor Co., with an authorized capital stock of \$200,000, of which amount \$100,000 has been subscribed, \$1,000 paid in in cash and \$99,000 in property.



Review of the Grand Rapids Produce Market.

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

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

Beets—60c per bu.

Brussels Sprouts—20c per qt. box.

Butter—The market has been showing a firming tendency. It is considered it will show an advance for the very best grades in a short time. Eastern markets are pretty well cleaned up on fresh goods and are drawing more heavily on the West and are bidding higher for supplies than for some time past. Market on low grades is dull on account of the light supplies. Fancy creamery is quoted at 34c in tubs and 35@36c in prints. Local dealers pay 26@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 per sack containing 100.

Cranberries—Cape Cod Late Howes are in steady demand at \$6.50 @6.75 per bbl.

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

Eggs—Receipts of fresh continue to be very light and the consumptive demand is very good. The market is in a healthy condition on the present basis of quotations and not likely to change until there is an increase in production, which is not likely to be for a week or two. Storage eggs are in ample supply, and the market is steady at unchanged prices. Local dealers pay 32c for case count and 34c for large candled stock. Cold storage stock is moving on a basis ranging from 25@29c.

Grape Fruit—\$2.25 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@3.25.

Lettuce—Southern head, \$1.75@2 per bu.; hot house leaf, 10c per lb.

Nuts—Almonds, 18c per lb., filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Naples; Michigan chestnuts, 18c.

Onions—The market is steady at \$1.50 per 100 lbs. for red and yellow and \$1.75 for white; Spanish, \$1.50 per crate.

Oranges—California Navels have declined to \$2.50 per box for all sizes.

Valencias command \$4.50 and Floridas fetch \$2.25.

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

Potatoes—The market is depressed and actually featureless. A fair call is on for Triumphs for seed in the South, but most of the orders are being placed for future shipment and there is very little moving at the present.

Poultry—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

Hon. Charles W. Garfield leaves January 6 for California. He will spend the remainder of the winter at Pasadena, the guest of his long-time friend, Henry G. Reynolds. Mrs. Garfield will accompany him.

George Washington Kalmbach and William G. Logie leave Saturday morning for Boston, where they will remain a week or ten days, selecting fall samples. Mrs. Kalmbach will accompany them.

G. W. Stage, who for some time has been employed as a salesman for the Kelly Shirt Co., announces his intention of starting in the manufacturing line on his own account.

J. C. Dutmers states that he is still engaged in trade alone at 648 South Division avenue. His son is interested with him in the store at 35 South Division avenue.

John and Mary Czachorski, operating under the style of Czachorski & Co., have started in the meat business at 926 Butterworth street.

The Grand Rapids Creamery Co. states that it has not been succeeded by J. W. Scheufler in business at 1114 Alpine avenue

R. G. Walker, formerly located at 303 Bridge street, has moved his stock of dry goods to 103 South Division avenue.

Wayne Noble, who came here recently from Alabama, has started in the lathing business at 950 Jackson street.

The Grocery Market.

Sugar—The Arbuckle refinery advanced its price on granulated to 4.95c Saturday. So all the New York refiners are now on the same basis. Raws have been taken at 4.01c basis to eke out supplies, the scarcity of early offerings compelling refiners to pay the old figure, although grinding is now becoming more normal. The weather is improving, and from now on operations will make for larger receipts, but the shipments up to the middle of January promise to be comparatively small. The United Kingdom from present indications will secure much of the same on contracts made last summer, following the outbreak of the war, having chartered vessels already to load the same. The remainder of the Louisiana crop has been stored, and this source of supply is consequently lacking.

Coffee—No change has occurred in coffee during the week. The demand is slow and doubtless will be until after the first of the year. Prices are unchanged, being fairly steady, but certainly not strong. This applies to all grades of Rio and Santos, to milds and to Java and Mocha.

Canned Fish—Salmon is unchanged and dull. Domestic sardines are steady to firm and unchanged in price. Foreign sardines are in fair demand at steady prices.

Dried Fruits—The tone of the Coast markets remain firm, with a rising tendency, according to such advices as are received, owing to the rather limited supplies of most staples left there in the hands of either growers or packers. Locally the market is dull, and, while there is no quotable change the trend of prices seems to be in buyers' favor as a result of recent arrivals and the fact that there is a considerable quantity of stock coming forward.

Rice—The business of late has been good for this time of the year, when dullness usually prevails. The strength in the South has stimulated both the distributors and the exporters to renewed enquiry, and while the aggregate might be larger the situation is regarded as eminently satisfactory.

Spices—The country is interested in January and February deliveries and, with visible supplies moderate, there is said to be no reason why prices should not be generally maintained. After the turn of the year improvement in orders is expected. Cloves are lower in London, but Zanzibar is steady. Gingers are steady at below import cost.

Cheese—The stock in storage is about normal. The consumptive demand shows some increase over last week. The market is steady on the present basis of quotations and not likely to change until after the holiday season. There is likely at that time to be an increased consumptive demand, with slightly advanced prices.

Provisions—Stocks are light and there is not likely to be any change in market conditions. Pure lard and compound are both unchanged, with a seasonable demand. Barreled pork, dried beef and canned meats are steady, with very light demand, at

prices ranging about the same as last week.

Salt Fish—The demand for mackerel during the week has been very light, as is usually the case during the holiday season. Prices are unchanged. Cod, hake and haddock have been wanted to some extent at unchanged prices.

"Official Organ of Rational Optimism."

Cincinnati, Dec. 28.—Permit me to join with your many friends throughout the country in wishing you and the Tradesman a prosperous and Happy New Year. Generally speaking, business conditions have been anything but good during the last few months; but the clouds are breaking away and the clear tints of a brighter sky are beginning to appear. Only last night I heard that a single Cincinnati machine tool company recently booked an order for \$450,000 worth of lathes alone. That surely looks as if somebody is looking for business.

Not the least of the goodly number of things about the Tradesman that appeals to me is its perennial hopefulness—its incurable faith in the essential soundness of our American business institutions. I think I am not alone in looking upon the Tradesman as the official organ of rational optimism; and as a reader and contributor, I covet the satisfaction of co-operating with you and the staff in making our paper more and more indispensable to the American merchant of 1915.

Charles L. Garrison.

In the Interest of Uniformity.

The National Grocer Co. announces changes in the name of two of its fourteen branches, to take effect Jan. 1.

The Musselman Grocer Co., of Grand Rapids, will hereafter be conducted under the style of the National Grocer Co.

Gustin, Cook & Buckley, Bay City, will hereafter be known as the National Grocer Co.

Ten of the branch house of the National Grocer Co. are now conducted under the same name—Bay City, Grand Rapids, Sault Ste. Marie, Lansing, Port Huron, Cadillac, Escanaba, Detroit, South Bend, (Ind.) and Decatur, (Ill.) The four exceptions are as follows: Phipps-Penoyer Co., Saginaw; Jackson Grocer Co., Jackson; C. Elliott & Co., Detroit; Musselman Grocer Co., Traverse City.

The annual round-up banquet of the office and traveling force of the Worden Grocer Co. will be held at the Peninsular Club Saturday afternoon of this week. Manager Rouse will preside, as usual, and altruistic addresses will be made by Hon. Charles W. Garfield and Rev. A. W. Wishart. William E. Sawyer will respond in behalf of the traveling men. The forces of both the Grand Rapids and Kalamazoo houses will be included in the round-up.

The Eureka Weather Strip & Screen Co. has changed its name to the Eureka Manufacturing Co.

Judson Grocer Company

The Pure Foods House

COME IN

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 29—Joseph E. Bayliss, one of our leading business men, is spending most of his time traveling since disposing of his business to Crawford & Forgrave, and has just returned from a trip to Chicago, New York, New Hampshire and other points in the East. Joe has not as yet decided as to where he will locate, but will make sure that the place he selects must be better than the Soo. As such a place is hard to find, it is hoped that Joe will decide to remain in the Soo, where he is so well and favorably known.

W. E. F. Weber, our leading florist, is branching out his largely increasing business and has opened up a branch store in the business district, which has been fitted up with all modern improvements.

The Soo Brewing Company is making its patrons happy by presenting them with one of its art calendars. Dick Reinhart, general manager of the brewery, reports a very successful year and states that if the New Year proves as good as 1914 there will be no kick coming.

C. C. Collins, our candy kid, and senior member of the firm of Collins & Marriott, wholesale confectioners, has returned from an extensive business trip on the D., S. S. & A. towns. This hustling firm has already worked up a remarkable business in its line. Both young men are unusual hustlers, which shows that it pays to be on the job.

J. Fuoco, another of our successful grocers, has outgrown his present quarters and has moved his stock into his new building on South Ashmun street, alongside of the retail liquor store which he is running in connection with his grocery store.

That the Soo is a healthy city is conceded by Mr. and Mrs. Stephen Bishop, who celebrated their golden wedding last week. They have lived here for the last twenty-one years, having moved here from Canada, and from present indications they bid fair to celebrate their diamond wedding here next.

Mr. and Mrs. J. Walker, of Fort William, are spending the holidays with Mr. Walker's parents here. Mr. Walker was a former Soo boy who for the past few years has been a successful contractor at Fort William. Their many friends are pleased to see them again.

G. Gilbert, for the past several years freight agent for the D., S. S. & A., has tendered his resignation to take effect Jan. 1. It is understood that Chas. Miller, former freight agent at St. Ignace, is to be his successor, while the business men almost unanimously signed a petition to be forwarded to C. E. Lytle, at Marquette, General Superintendent of the South Shore, recommending W. C. Sutherland, the present union passenger agent, as general superintendent of both the freight and passenger offices in this city. The Business Men's Association has adopted resolutions to the same effect. The mention of Mr. Sutherland's ability and cheerful disposition in handling the ticket end of the railroad's affairs here, made in the Tradesman some time ago, goes to show that it pays to be polite, accommodating and competent as well. Mr. Sutherland has endeared himself to the entire community by the able manner he has served the public and in due appreciation of his earnest efforts this petition was presented.

According to an interview with C. E. Lytle, prospects are good for the coming year, as the railroad business is normal at the present time, and with the favorable conditions in the logging industry, on account of plenty of snow and a liberal supply of men at moderate wages and provisions at normal prices, much activity is looked for in

railroad circles, which will have a general effect upon the community at large.

The Hub is moving into its new quarters this week and preparing for a grand opening. The proprietors have every confidence in the Soo and are preparing for a large increase in business. The new building is now practically completed and one of the largest and handsomest in the city, with all modern fixtures and equipment which will accommodate more than double the amount of merchandise formerly carried by this concern. The show windows and entrance are unusually attractive. The new location is ideal, being in the center of the business district on the principal avenue. With such hustling and enterprising young men as Sam Yalomstein and his brother, M. Yalomstein, who are no amateurs in the business, there can hardly be any such thing as a failure, as they have been a success from the very start and their fair dealing has made them popular throughout the city. They are both public spirited men being always ready and willing to contribute to any enterprise of advancement here locally for the good of the Soo, and their many friends here predict for them a bright and prosperous future.

At a meeting of our enterprising hunters, after the close of the season, a few suggestions were made, although not yet adopted, as follows: "Book agents may be shot between October 1 and September 1; spring poets from March 1 to June 1; automobile speed demons from January 1 to January 1; road hogs from April 15 to April 15; amateur hunters from September 1 to February 1; war talkers, no closed season. Any man who accepts a paper for two years and then, when the bill is presented, says, 'I never ordered it,' may be killed on sight and shall be buried face downward in quicklime, so as to destroy the germs and prevent the spread of the infection."

The local corps of the salvation army have again demonstrated the leadership of that organization among the charitable workers during the Christmastide, providing many Christmas baskets for the needy. They also presented a Christmas tree to the inmates of the county poor farm, where they distributed handkerchiefs, flowers, fruits, nuts, cake and other delicacies. The also rendered a musical and literary programme, which was a great treat to the unfortunates of that institution and was an event that will be long remembered.

A. E. Ferguson, of Lansing, is spending the holidays with Soo relatives.

J. H. Bateman, of Ann Arbor, is spending the holidays in the city with his parents.

E. S. Royce left for Ann Arbor to spend the holidays with his family.

The many friends of Captain Marshall Duddleson were pleased to greet him on his arrival at the close of navigation. The Captain arrived in time for the holidays and expects to remain in the city with his family during the winter. He has lost none of his avoirdupois and has got to get into the gymnasium to be in trim for the next season's work. The Captain is one of our social leaders and can step off the light fantastic to the envy of many of his more supple friends.

Joe Bohen has opened a meat market in part of the grocery store of J. Beaubrie, on Magazine street.

As our communication for last week's issue of the Tradesman missed connections at the Straits, so as not to be in time to wish you all a Merry Christmas, we trust to make the proper connections this week, so that we will be in time to wish you all a bright and prosperous New Year. We also hope that the coming year will bring more news from our numerous traveling men throughout this territory, as they have not responded very liberally

with news items in the year just closed. We should have a little poetry now and then from the boys, as we understand there are several so inclined; but for some unknown reason have been either too bashful or do not care to come in the limelight in displaying their talent in that direction. We have ample material here for plenty of news. Charles Hass, who scours the country in his touring car during the summer months, is especially equipped for gathering news throughout the entire district, while G. Hauptli could get all the news through the woods, being a sprinter of unusual ability. F. Allison is a good talker and could furnish much information. William Raud and William Herbst would have to send their communications in by mail, as they are of a quiet disposition and will not volunteer any news without a special demand being made. Then there is Al. Jacobs, known as "Pretty Al," who should have his pockets full of news at all times. Frank Flood, although of a quiet disposition, seems to be on the job all the time, while J. Handy can shoot hot air to a marked degree, which would all bring in considerable news. John Hoffman and J. A. McKenzie should make good poets, as we have heard nothing from them to indicate their interest in news items. Harry Danniels will furnish us the war news, while A. G. Frey will endeavor to bring the war to a close between now and May 1, if possible. There are many other traveling men out of here who we would like to hear from with a few news items each week and if they would all respond occasionally we would be able to cover more space than we are at the present time. William G. Tapert.

Received Too Late Last Week.

Sault Ste. Marie, Dec. 22—Our postmaster, C. H. Scott, is somewhat disappointed to find that his salary would be \$400 less than what it has been which he does not consider good Christmas cheer. However, as the city is furnishing a Christmas tree at the city park this year, Mr. Scott will have ample opportunity to be joyful nevertheless.

The many friends of George Booth, one of our popular ice cream and confectionery merchants, received a general surprise last week when it was learned that while visiting at Fort William, he took unto himself a wife. George says that he had not the faintest idea of getting married when he left here on his vacation, as he was supposed to be one of the city's confirmed bachelors, but meeting an exceptionally good looking young lady in one of Fort William's fairest daughters, George had not the heart to resist any longer and, to make a long story short, Mr. and Mrs. Booth arrived home on the steamer Hamonic and are comfortably located in their new apartments over Mr. Booth's store. George is considered the happiest man in town now and has a good word for everybody but the pure food inspector, whom he considers handed him a package that he did not appreciate, but George is not the only one who does not care for this food inspector. There are several other merchants in the city who do not approve of his method.

It is no sign that a man is an undertaker just because he follows the medical profession.

That it does not pay to talk war in the Canadian Soo will be vouched for by some of our citizens who were held up and obliged to spend a night in the armory last week where the usual preliminaries of red tape had to be pulled off before the victims were released, and the traveler's motto now is, "Do not talk war, talk business."

It is mighty nice to get in on the ground floor, providing you can operate the elevator.

In making an after dinner speech last week, Capt. Roberts gave a toast

to the boys something like this, "A thoughtful man will never set his tongue a going and forget to stop it when his brains have quit a thinking things to offer it."

Our popular sheriff, John H. Bone, has a double in the city in the person of N. M. Dillie, who recently moved here from the copper country, being a land looker by occupation, and as most every one here knows John Bone so well, Mr. Dillie is enjoying the joke meanwhile. A few weeks ago Mr. Dillie had occasion to look up some land near Brimley in company with four other land lookers and getting into Brimley about 4 o'clock in the afternoon, having had no dinner, they went to the hotel and asked the lady whether or not it was too late to get something to eat. The landlady, knowing the sheriff so well, said that it was too late, but she would be delighted to get dinner ready for the party immediately, which she did. While serving the meal she asked Mr. Dillie if they had got track of the murderer that had escaped from Brimley about that time and Mr. Dillie informed her that he did not know anything regarding the matter, as he had just come in from a hike through the woods looking over some land. Taking another look, the lady said, "Ain't you Mr. Bone?" and being informed that he was not, she was so surprised that she said, "Well, if I had thought you were not Mr. Bone, you would certainly not have gotten anything to eat at this hour."

Business is picking up at Dafter and a new restaurant was opened up there last week. A banquet was given at the opening, which is reported as having been a very enjoyable and largely attended affair. The hay merchants at Dafter also report renewed activity in hay shipments, as twelve cars were shipped out again last week.

R. Reinhart and Bob Moran, of the Soo Brewing Company, made a business trip to Newberry and from all accounts Newberry will be amply supplied with the glad spirit during the entire winter.

Word has been received from Trout Lake that the jail has been moved into the town lot for the convenience of the jail-birds who have heretofore been obliged to make a longer walk to the jail. Trout Lake is also reporting lively times this winter and the hotels are doing a good business. Most of the camps are also in full operation.

One of the saddest affairs in the Soo took place last week, when a public funeral service was held for twelve victims who perished on Lake Superior in the wreck of the Hines Lumber Company's three boats near Grand Marais several weeks ago in one of the fiercest blizzards that ever swept Lake Superior. Rev. Easterday preached and Mrs. J. J. Ryan and J. H. Newhouse sang, so that the twelve strangers received Christian burial despite the fact that they had no relatives or friends who could be located and were known by name only. The bodies were all arranged in neat caskets in a long row where they could be viewed by all persons wishing to do so. One of the bodies was interred in Riverside cemetery Friday afternoon and four more on Saturday, while the remaining seven were buried the following afternoon.

Joseph S. France, one of our leading decorators and paint merchants, has secured a large contract from the Government which will keep his entire force busy the remainder of the winter season. This is one of the largest painting and decorating contracts let for some time and it is pleasing news to know that the contract was let to the local firm.

The Anti-Tuberculosis Society has started up again with renewed activity. Judge Hudson, President, called a public meeting at the M. E. Church Sunday night with ex-Governor Chase S. Osborn as the principal speaker.

Mr. Osborn handled the subject in his usually able manner. The edifice was crowded to the doors with standing room only and much interest was manifested by the audience and the remarks were listened to with marked attention, as the many listeners did not realize that tuberculosis was so prevalent. If we remember correctly, about a year ago Detroit was negotiating for the sanitarium at Trout Lake and it was at that time that it was suggested that the Upper Peninsula take over this sanitarium, as Cloverland was in need of such an institution. We cannot account for the lack of interest meanwhile and it is hoped that the enthusiasm aroused at Sunday's meeting may result in satisfactory arrangements with Trout Lake or some other suitable place for a sanitarium, as it means much to future generations.

Herman Schiff, one of our energetic traveling salesmen, representing Cudahy Bros., of Chicago, operating their car route on the Soo Line into the Soo, has decided that life is not worth living alone any longer and made arrangements at Chicago some time ago for a bride. Mr. Schiff expects to spend his holiday vacation at Chicago, at which time the wedding will be pulled off and the family of two return to the Soo, where Herman has a beautiful home waiting their arrival. Their many friends wish them a happy future.

Papas Bros., general merchants at Algonquin, have suspended business their stock being taken over by A. Nicholas on a mortgage. Mr. Nicholas is now conducting the store until their affairs are put in shape.

The fines collected by the pure food inspector for cases prosecuted should help out considerable in the department, as Mr. Fetz has cleaned up pretty well on many of our merchants who were obliged to pay large fines, instead of spending their money for Christmas, as they have been in the habit of doing. William G. Tapert.

Lee & Cady Co. Pays Big Stock Dividend.

Detroit, Dec. 28.—A handsome New Year's present will be received by the stockholders of the Lee & Cady Co. wholesale grocer, in the form of a stock dividend of 50 per cent. This and the regular annual 1 per cent. cash dividend were declared by the board of directors December 26. The company now has \$750,000 capital stock.

Reached the Limit.

A little boy had been given a white suit and before going to the picnic was cautioned strictly to keep his new apparel clean. He obeyed with scrupulous care until late in the afternoon, when, with a tired look of appeal, he asked:

"Mamma, may I sit on my pants?"

Bankruptcy Proceedings in the South-Western Michigan.

St. Joseph, Dec. 21.—The Tiffany Decorating Co., engaged in the wholesaling of wall paper, paint and painters' supplies at Kalamazoo, filed a voluntary petition and was adjudged bankrupt. An order was made appointing the referee receiver, who appointed Rufus C. Saunders custodian. The schedules of the bankrupt disclose the following liabilities and assets:

Taxes due city of Kalamazoo	\$ 67.94
Adams & Etlong Co., Chicago	337.33
Barnhart Bros. & Spindler, Chicago	65.35
Berry Brothers, Detroit	120.00
Great Western Oil Co., Cleveland	128.15
Columbian Electric Co., Kalamazoo	64.67
Coyt-a-lap Co., Akron, O.	42.46
Pratt & Lambert, Somerville, N. J.	26.30
Forest City & Varnish Co., Cleveland	130.03
Wm. F. Zummach, Milwaukee	260.55
Enterprise Paint Co., Chicago	38.68
Edwards & Chamberlain Hardware Co., Kalamazoo	138.21
Geo. E. Watson Co., Chicago	110.11
Colonial Works, Brooklyn, N. Y.	152.85
Ramsey Calendar Co., St. Louis	60.88
H. M. Hooker Co., Chicago	12.50
Patek Bros., Milwaukee	235.87
Hamilton Moulding Co., Hamilton, Ohio	230.21
Frank U. S. Gilbert, Cleveland	88.60
American Glue Co., Boston	110.73
B. Uhlman & Co., N. Y. City	51.65
Brown & Bigelow, St. Paul	23.40
Michigan Paste Mfg. Co., Detroit	26.00
Matheson Lead Co., Long Island City, N. Y.	191.50
Huneka Sponge Co., N. Y. City	11.87
National Engine Co., N. Y. City	16.59
Flood & Conklin Co., Newark, N. J.	17.50
Ridgley Trimmer Co., Springfield	7.05
Peter Van Schaak & Sons, Chicago	12.61
Murallo Co., New Brighton, N. J.	115.87
Great Eastern Lead & Oil Co., Cleveland	376.43
London Savannah Naval Stores Co., Chicago	53.13
Gazette, Kalamazoo	41.91
Telegraph-Press, Kalamazoo	44.70
Advocate, Kalamazoo	50.63
City Saving Bank, Kalamazoo	300.00
Kalamazoo Label Co., Kalamazoo	5.00
Ihling Bros. & Everard, Kalamazoo	16.00
Galesburg Argus, Galesburg	10.68
Dewing & Sons, Kalamazoo	19.18
L. R. Klose Elec. Co., Kalamazoo	17.47
I. B. Winter, Chicago	21.05
Imperial-Campbell Branch, Chicago	31.46
New York Card & Paper Co., New York	1,491.70
Pittsburg Wall Paper Co., New Brighton, Pa.	1,538.26
Robert Graves Co., N. Y. City	931.64
Robert Griffen Co., N. Y. City	430.41
M. H. Birge & Sons Co., Buffalo	260.58
Chas. H. Farrell, Kalamazoo	122.40
Willard A. Knight, Battle Creek	175.00
Richter Mfg. Co., Tenafly, N. Y.	19.01
Bouserman Insurance Co., Kalamazoo	1.00
Post Office Guide, Kalamazoo	5.00
Business Men Paper & Press Co., Wayland	35.00
W. J. Burdick, Kalamazoo	1.00
Burroughs Adding Machine Co., Detroit	7.00
	\$8,853.46

Assets.	
Stock in trade	\$3,445.65
Machinery	542.55
Debts due on open accounts	1,351.78
	\$5,439.98

Dec. 22.—In the matter of Oral F. Huber, bankrupt, Kalamazoo, an order was made closing the estate and recommending the discharge of the bankrupt. No dividends were paid to creditors.

In the matter of Thomas Ford Hitchcock, bankrupt, Three Rivers, an order was made closing the estate and recommending that the bankrupt be allowed his discharge.

In the matter of Tony Hrones and Peter Hrones, copartners as the Royal Candy

Co., Kalamazoo, an order was made closing the estate and recommending the discharge of the bankrupts.

In the matter of Fred D. Lane and Edward Nolan, copartners as the Benton Harbor Cigar Co., of Benton Harbor, an order was made confirming the trustee's report of exempted property, which order allowed the bankrupts about all the assets of the estate.

Dec. 23.—An involuntary petition was filed against Calvin Ashline, who for some time past has been engaged in the plumbing and heating business at Allegan, and he was adjudged bankrupt and the matter referred to Referee Banyon, who entered an order appointing Earl Delano, of Allegan, custodian of the bankrupt estate.

In the matter of William Dannenberg, bankrupt, Allegan, an order was made for the final meeting of creditors at the referee's office on Jan. 8, for the purpose of passing upon the final report and account of the trustee, the declaration and payment of a first and final dividend, and the payment of administration expenses. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

Dec. 24.—In the matter of H. A. Fisher Co., a corporation, bankrupt, Kalamazoo, the trustee filed petition showing settlement of the suit with Benjamin Shapiro for the recovery of an automobile and cash register and requested that same be approved by the referee. The petition was considered and an order made for creditors to show cause on or before Jan. 4, why the compromise should not be approved and the suit dismissed upon return of the automobile and cash register to the trustee and the payment of \$65 to the defendant or his attorney.

Dec. 25.—In the matter of Albrecht Hinrichs, bankrupt, Kalamazoo, the trustee filed his first report and account showing total receipts of \$1,420, with request that a first dividend be declared of 5 per cent. It being a legal holiday, the adjourned first creditors meeting was further adjourned to Jan. 2, at which time the first dividend will be declared.

Dec. 26.—In the matter of the Tiffany Decorating Co., bankrupt, Kalamazoo, an order was made for the first meeting of creditors at Kalamazoo Jan. 9, for the purpose of proving claims, the examination of the officers of the bankrupt the election of a trustee and the transaction of such other business as may come before the meeting.

In the matter of the McMahon Wicks Coal Co., bankrupt, Kalamazoo, a special meeting of creditors was held at the referee's office and a first dividend of 5 per cent. declared and ordered paid. Certain administration expenses were allowed and the meeting adjourned for three months.

Dec. 28.—In the matter of Calvin Ashline, bankrupt, Allegan, schedules were filed showing the following liabilities and assets:

Prior creditors.	
City of Allegan, taxes	\$ 10.87
Ray Wooden, Allegan, wages	40.75
Earnest Gordon, Allegan, wages	39.50
Carl Pahl, Allegan, wages	25.00
Clare Nelson, Allegan, wages	10.00
Total	\$126.12

Unsecured Creditors.	
American Radiator Co., Chicago	\$ 28.29
Baer Bros., New York	17.01
Wm. Brummeler Sons & Co., Grand Rapids	82.00

Richardson & Boynton Co., Chicago	211.80
Honion & Hubbell, Chicago	34.10
Art Brace Co., New York	26.24
Atlantic Refining Co., Cleveland	64.96
L. Wolff Mfg. Co., Chicago	8.67
J. M. Hayden & Co., Grand Rapids	.80
McCormick Mfg. Co., Dayton	21.75
Kenneth Anderson Co., Chicago	185.11
Peck, Stow & Wilcox Co., Southern, Conn.	.16
W. C. Hopson & Co., Grand Rapids	64.79

U. S. Register Co., Battle Creek	1.29
National Water Lift Co., Chicago	26.00
Well Bros. Co., Chicago	107.81
Beet Mfg. Co., Cleveland	38.97
Remington Typewriter Co., Kalamazoo	10.00
Ringen Stove Co., St. Louis	23.30
Northwestern Stove Repair Co., Chicago	9.31
United Brass Mfg. Co., Cleveland	53.34
Standard Asbestos Mfg. Co., Chicago	42.69
American Brass Novelty Co., Grand Haven	56.59
Cribben & Sexton Co., Chicago	53.59
Monitor Stove & Range Co., Cincinnati	50.25
Regar Brass Mfg. Co., Cleveland	74.99
Gilt Edge, Milwaukee	17.36
Standard Oil Co., Grand Rapids	7.93
Richard Wilson, Grand Rapids	31.35
Anderson Roofing Co., Detroit	8.00
Sall Mountain Co., Chicago	23.27
Detroit Bath Tub & Brass Co., Detroit	78.80
Rochester Germicide Co., Rochester	13.50
Pittsburg Water Heater Co., Pittsburg	92.00
American Sewer Pipe Co., Jackson	238.06
Wolverine Brass Works, Jackson	.93
Kemper Thomas Co., Cincinnati	16.50
American Lead Co., Pittsburg	33.50
Grand Rapids Supply Co., Grand Rapids	198.32
Barchay, Ayers & Bertsch Co., Grand Rapids	28.00
Humphrey Co., Kalamazoo	16.25
Sanitary Mfg. Co., Hamilton	8.50
Gould Mfg. Co., Chicago	1.12

Assets.

Stock in trade estimated value	\$ 800.00
Accounts receivable	268.79
Household goods, etc.	345.00
	\$1,413.79

New Bank Project at Potterville.

Charlotte, Dec. 25.—The proposition of the organization of a State bank at Potterville looks very bright since the meeting held there yesterday to consider the matter. Most of the business men of the village and about forty or fifty of the substantial farmers of the vicinity were in attendance, all of whom manifested a deep interest in the project. A practical banker was present by invitation, who explained about the organization and workings of a sound State bank of the character needed by the village and short talks were given by John Hull and Rev. H. H. Van Auker, of Charlotte. Over \$13,000 was pledged at the meeting and a committee consisting of J. F. Collins, J. G. Gidner and Amos Hartel, Benton township treasurer, was appointed to solicit stock for the remaining \$7,000 to complete the amount of capital required, which is \$20,000. With the business men and farmers boosting, the project of a State bank to accommodate the business men and farmers of Benton looks like a sure thing in the near future.

Judson Grocer Company

The Pure Foods House

COME IN

WINGOLD FLOUR RISES TO THE OCCASION

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



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E. A. STOWE, Editor.

December 30, 1914.

BACKWARD AND FORWARD.

The great mint of Time has just coined for you a brand-new year. It has placed in your purse three hundred and sixty-five potentially important days.

These days belong to you. No strings are tied to them—save one. That condition is that they can't be hoarded and they can't be saved. Your deed of gift says that they must be spent. Beyond that they are yours to do with as you please.

This is the wealth with which you begin the new year. No man has more; no man has less. Barring illness, accident or death, these days that you have ahead are more absolutely within your power and under your control than any other thing you could possibly possess.

Money capital is not always safe, for money is man-made. Millions of dollars of man-made wealth are being destroyed in the European war. The riches that we make from silver and gold are valueless unless conditions are right. They are subject to manipulation, to panic—even to whim and fad. They represent and symbolize the insignificance and fallibility of man.

Time is made of sterner stuff. "Come what may," says Shakespeare, "Time and the hour run through the roughest day." Yet in the face of this fact we are accustomed to belittle the importance of the minute, the hour and the day.

We talk a lot about equality of opportunity. We call it an idealist's dream. We measure its impossibility on the scale of man-made wealth. We wish it were feasible, but we think it is not. Yet there is a practical road to this very equality of which we dream. And that road lies in an equal appreciation and utilization of time.

Bacon says: "A man that is young in years may be old in hours if he have lost no time." Emerson adds to this that "five minutes of to-day are worth as much to me as five years in the next millenium."

Neither of these contentions dare you dispute. You can see all about you men who are young in years but old in hours—your Roosevelts, your Vanderlips, your John Purroy Mitchells; men who have reached their

zeniths early in life because they knew the value and meaning of time.

The trouble with most of us is that we fail to realize the buying power of time. We utterly disregard the fact that each minute and hour of our day is capable of adding to our store of riches—to the wealth of our brains, our bodies, our minds.

We don't look upon time as capital. We consider it, instead, a great mysterious ocean upon which—through no fault of our own—our ship of life was launched. And so, as a result, we find ourselves looking back on the past through a vale of mistakes.

On January 1, 1915, a lot of you, looking back through such a vale to New Year's Day of last year, will say—"And 1914 gone! It seems but a minute since it came!"

Then some of you will proceed to celebrate the advent of the newcomer with a round of dissipation. You will flop down upon the bar hours, days and months of your precious life span. You will let cigarettes and tin horns drown out the sickening vision of your wasted hours.

Or else you will seek shelter from your own image in a rough-hewn shack of excuses and complaints. You will tell how the European war affected your business, how, if the tariff law had not been passed you would have become a giant of finance. How a countless number of big and little things have held you back.

And then you will awake and find 1915 gone, too!

In the year ahead you have your great new chance. "Time has blotted out the failures of the past." You are on the starting line of a brand new race. You have in your purse three hundred and sixty-five bright new coins. No man, at the start of this new race, has greater capital than you. If you are sound of body and mind you have no right to fail.

A year ago a man living in one of the great cities of Michigan analyzed himself and decided that he had squandered the year that was just then past.

He determined to change his course. He put out stakes to guide him in his newly chosen path. He set out twelve such stakes in all. Each was to mark his progress toward the goal he had fixed. Then he took with him as his new partners Ambition and Determination. His goal was high. But so well did he follow the pace he had set that he will reach it by the time the bells are ringing in the new year. He made Time purchase his prize.

That course is open to you. You are face to face with a new year. That year is your capital. But if you are to go far, if you are to win, you will need to add two new partners to your firm. You will need in your team Ambition and Determination. You will need to know the value of time.

New gold and silver coins are annually minted for Christmas demands, and this year the treasury turned out about five million dollars' worth. Bright, new money does not buy any more than old, worn currency, but it is clean and more appropriate as a gift.

WAR AND THE FOOD SUPPLY.

The farmer who looks ahead and would plan this winter as to what crops to sow his lands the coming spring, can find enlightenment in no way better than by studying the foreign trade statistics issued in recent months by the Department of Commerce and those which will be issued during the remaining months of the winter. The statistics of especial interest to him are those of exports of food products. As a whole, exports of this nature from the United States have been steadily diminishing from year to year for a series of years, and the reasons for the decrease are not difficult to discover in the rapid growth of America's population and in the fact that consumption is swiftly catching up with production. Indeed, students of the food problem have been warning the country that the days of the exportable food surplus are about at an end and that soon better and more intensive methods of production must be adopted in agriculture or at the present rate of increase of population the United States will soon have to seek some part of its food supplies from other lands. The situation pointed out by these students has become increasingly manifest in the constantly rising prices of foods for a number of years. This was the situation in America's food supplies while all the world was at peace. Now, with six of the great powers at war, most of them dependent in far greater degree than ever upon the neutral agricultural states for their foods, a tremendous strain is put upon the supplies of these states. But for the bumper crop of wheat in the winter belt of the United States this year, the heavy European draft upon our crop might have sent the cereal above all price records. As it is, the effect of the export demand is now more clearly seen, and within a few days there has been a renewed advance. The same thing is becoming apparent in other food products as the export figures and available supplies are studied. This demand on America will continue as long as the war lasts, and probably for some time thereafter. If the war should last through the coming year, European crops will be much less than this year, and may be, any way, even if the war ends soon, and the tax on America's food supplies will be even greater than now. Prices are sure to remain high and, maybe, go higher, no matter what the production. The farmer in view of it all would seem wise if he planned for the next year to devote most of his lands to the great staple food crops, and the consumer must realize that rigid economy and self-denial are incumbent upon him as a necessary check upon prices.

AN OBSTACLE TO PEACE.

We are informed by those presumably in position to know and with authority to advise that we are unprepared, for example, to cope with England on the high seas. That is probably true; possibly it may not be true. Only time and circumstance could demonstrate the correctness of the assumption; but even if it is so, might

it not be well to ask whether it is either necessary or desirable for the United States to dominate the highways of the world against England, or any other, or all other nations?

Our country to-day is at peace with all the world—unless we regard the chronic Mexican trouble as a menace to our National peace—and certainly all right-thinking Americans devoutly desire to see this condition continue. But if we are mistaken in that belief—if the American people want a quarrel, if they wish war with England or any other country, the surest means of bringing it about will be to enter into a frenzied programme of battleship building and army-enlargement. Just as the ambitious plans of the Kaiser, disclosing the intent of Germany through immense military preparations, alarmed Europe, so would our activity in that line frighten England and other great powers. No amount of explaining would relieve them of distrust of us. And posing as we do as a nation of peace, our actions would belie our words. Particularly alarming at this critical time would it appear to other nations now engaged in a war which taxes all their resources. It would certainly result in coalitions against us in trade and other treaties which it would require many years to overcome.

Not the least of the arguments to be advanced against a large increase in our army and navy at this time is the probable effect of the war now raging in the Eastern world. By the time it has been fought to a finish—since now it seems nothing short of actual exhaustion of the belligerents will put a stop to it—there will be less real need for a large army and great navy than exists to-day. In fact, it is not too much to hope that it will result in national disarmaments to be succeeded by international armaments and national courts, or at least, material reductions in national armaments with international agreements, which will have a very considerable effect in reducing the military mania of the past few years.

In either case we would find ourselves the greatest military nation and the biggest obstacle in the way of a world's peace.

It may be well to tighten up a little here and expand a little there in our army, navy, and coast defenses. Doubtless there are weak spots, some things forgotten, overlooked, or neglected. Let these be attended to; let us continue the usual programme we have followed in recent years, permitting no lapses in efficiency nor weakening in any of the essentials in any and all departments, so long as the world insists on going armed to the teeth, but do not let us "offer a dare" to all the world by attempting to outdo England in constructing super-dreadnaught battleships, Germany in armies and submarines, and France in aerial warcraft.

The smile of a hypocrite is very similar to the laugh of a hyena or the tears of a crocodile.

Don't worry unless you can draw a salary for so doing.

REPRESENTATIVE RETAILERS.

Burrell Tripp, the Allegan Merchant and Publicist.

Burrell Tripp was born at Bangor, May 19, 1862. His father was of Scotch descent. His mother was descended from one of the royal families of France. He graduated from the high school of Bangor in 1879 and found employment for the next three years in the stores of his native town. At the age of 20 he engaged in the drug and grocery business, selling out a couple of years later to Monroe & De Haven. He then went to Carson City, where he engaged in the drug and grocery business, selling his stock to engage in the banking business as Cashier of the Carson City Savings Bank. Not forming a liking for the banking business he removed to Cedar Springs where he purchased the Dr. Chester drug stock. He remained at Cedar Springs seven years, selling out to J. A. Skinner. He did fairly well in the mercantile business, but lost most of his savings by engaging in the breeding of horses with Frank L. Fuller, who was then engaged in the banking business at Cedar Springs. With \$475 in cash he went to Allegan and purchased the book and stationery stock of Lyon, Kymer, Palmer Co. This stock inventoried about \$2,500 and the store was doing a business of about \$5,000 a year. Mr. Tripp added, in succession, lines of drugs, groceries, furniture, dry goods and clothing, and now carries a stock approximating \$50,000 and does a business of \$250,000 a year. He owns four of the five store buildings occupied by his establishment, giving him a floor space of 100x150 feet, two stories and basement. He has recently retired from active management of the business, having turned the stock over to his two sons, Grover Hilton and Harold Douglas. The former is 27 years of age and married and was on the road in Iowa two years for the Godman Shoe Co., of Columbus, Ohio. He has been successfully fitted for the duties that have now placed him in charge of one of the large retail establishments of the State. The younger son is 20 years of age and is an enthusiastic understudy of his elder brother.

Mr. Tripp was married June 9, 1883, to Miss Anna Jennings, of Bangor. They have had four children, one of whom died in infancy. Besides the two sons above referred to, they have a daughter, who is now the wife of Wm. L. Davis, of Detroit, who has charge of the bond department of the Continental & Commercial National Bank of Chicago in Michigan. The family reside in their own home at the corner of Walnut and Cutler streets and the sons have homes on each side of the paternal mansion.

Mr. Tripp is a 3d degree Mason and is now taking the Odd Fellow degrees. Aside from these associations he has no other fraternal affiliations.

Mr. Tripp acted as President of the Allegan county fair for one year. During his incumbency of the office the fair kept open evenings. The experiment was a success. For the past

eight or ten years Mr. Tripp has been repeatedly importuned to stand as a candidate for Mayor of Allegan. He consented last spring to enter the campaign and was elected by an overwhelming majority over two other candidates. He is the first Republican Mayor Allegan has had for five or six years. During his incumbency of this office the new Carnegie library has been dedicated, two miles of new street paving have been completed and yet Allegan has the lowest tax rate this year of any city its size in Michigan.

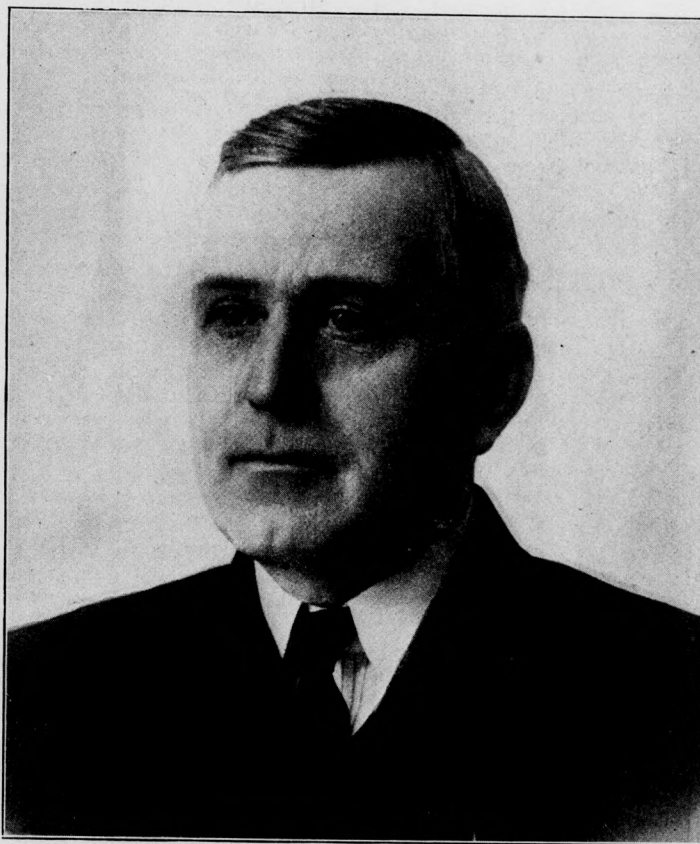
Mr. Tripp has long felt that there were some things that should be conducted differently in State affairs and, in pursuance of this idea, he consented last fall to stand as a candidate for

their welfare which he expects to put into practice if the opportunity presents itself.

Mr. Tripp was instrumental in bringing about the removal of the Blood Bros. Automobile Co. from Kalamazoo to Allegan, which was secured by the subscription of \$35,000 fresh capital stock by Allegan investors.

Mr. Tripp has large interests outside of his mercantile business. He owns the Casino at South Haven, which was erected at a cost of \$75,000. He also owns two apartment houses on Grand boulevard, Chicago, for which he paid \$45,000 and \$37,500, respectively.

Mr. Tripp has a letter which he treasures very much. It is from the



BURRELL TRIPP

the State Senate. He scored an easy victory over Edwy Reid, the veteran Republican editor and war horse, in the primaries and at the regular election received 6,425 votes in a total vote of 10,864. He goes into the State Senate entirely unpledged, but is strong in the opinion that he can secure some remedial legislation along fire insurance lines. He believes that the present method of fixing rates by the board system is iniquitous and that greater latitude should be allowed merchants and business men generally to organize and maintain mutual insurance companies of their own. He is "agin" the so-called special interests and believes that the burden of taxation under which Michigan taxpayers are now staggering can be reduced at least a third by the application of strictly modern business methods to the affairs of the State. His long career as a storekeeper has kept him in close touch with the so-called common people and enabled him to reach some conclusions regarding

Miami Cycle & Manufacturing Co., of Miami, Ohio, tendering him the position of representative of the company at the Paris Exposition. He secured the agency of the Racycle in 1898, selling 187 machines the first sixty days. He assembled all of these riders at the fair in the fall and had a group picture taken. A reproduction of the photograph was published in many of the sporting goods papers. His success in the local field induced him to accept the State agency the next year and he was so successful in the exploitation of the Racycle, that he was voluntarily tendered the honor above referred to, which he was obliged to decline on account of his inability to leave his local and Michigan business.

Mr. Tripp attributes his success to advertising big things in a big way and then doing exactly as he advertises. He believes in always playing fair with the people. While he has never been known as a price cutter, he insists on selling goods at his own

price and has been able to maintain this position in the face of powerful opposition. He was instrumental in breaking up the N. A. R. D., which insisted on fixing a standard price on patent medicines and other staple articles handled by druggists. It was largely through his efforts that the Attorney General of the United States proceeded against this organization in a way that precipitated its abandonment. He had a standing controversy with the distributors of Coats' thread for several years and finally won out in the contention that he could sell thread at 5 or 6 cents a spool, whichever he elected to do.

In the nineteen years Mr. Tripp has been engaged in the mercantile business he has increased his capital from \$475 to somewhere around \$200,000; his stock in trade from \$5,000 to \$50,000 his sales from \$5,000 to \$250,000. Such a result would stagger many men and cause them to lose their heads. Not so with Mr. Tripp. His Scotch blood has enabled him to keep his feet on the ground and his head out of the clouds. He is as approachable now as he ever was. The quality which appeals most to Allegan people is Mr. Tripp's anxiety to assist in building up the town. He does not stop at talk. His purse and his credit are both placed at the disposal of all projects which appeal to him as praiseworthy.

Making Profit Out of Waste.

Nobody with a normal brain and honest heart desires a conflagration for the purpose of destroying his property.

Storekeepers find a fire of this kind not only inconvenient but costly, even if properly insured.

There is interruption to business, which means loss of money. There is a falling away of a certain number of customers who get the habit of dealing elsewhere, and this means loss of trade.

Many fires would never occur if it was not for rubbish scattered about ready to be ignited upon the smallest provocation.

A heap of old papers, a carelessly thrown match—flame, fireballs and finish.

Does the end justify the means? Hardly.

It is no prevention to carefully pile the old papers in an orderly manner out of sight. The farther they are removed from notice the greater is the danger.

The only safe way is to get rid of them, and this may be done, at a profit. Old papers are marketable. They bring a certain price if baled and shipped to a dealer in such material.

Ten per cent. of the cost of the new paper you use can probably be reclaimed from waste, and ten per cent. is a discount worth while on any purchase.

Judson Grocer Company

The Pure Foods House

COME IN



CLOTHING

Stopping the Evil of Returned Goods.

What can we do to reduce the quantity of goods returned for credit and refund? The problem arises daily and is one of the most troublesome matters that confronts the big retailer. It is a source of expense, wasted time and endless correspondence; it is a grievance that seems to be growing worse, and unless steps are taken to stop it, the storekeeper faces a constantly increasing burden and one entirely unjust.

The fault lies with the leniency of dry goods stores who permit their charge customers unheard-of privileges which, in turn, are demanded of the specialty shops by trade which has become accustomed to get what it wants regardless of all rules governing good merchandising. A woman who has an account at a large store wishes to buy a scarf. She selects half a dozen, has them sent home, writes a postal to the concern to send for five of them and retains one. It may have taken her a month to make up her mind which of the six pleased the most, but the others go back just the same, and they are accepted for credit without a word. Result: Goods out of stock for days, perhaps returned soiled or creased; expense of calling for them, and more important still, the privilege of doing this with the cravats is an opening wedge that will shortly be used with everything else the customer may choose to buy.

This sort of thing is experienced fifty times a day in big haberdashery stores; shirts are selected and sent home for approval, later returned and credit given. They come back never as they were sent out; every haberdasher knows that once a shirt is unpinned it can never be put back in stock in condition as it was when received from the factory. Collars come in soiled, gloves are creased and the whole scheme is so unfair that one large house has adopted a scheme to check it which may be adopted by all who have the same difficulty. It involves considerable time and has some disagreeable features, but on the whole it goes a long way to remedy what has been a great annoyance and a huge expense.

This concern found that merely telling a customer a number of articles would not be sent for the selection of one did not work at all. The patron simply neglected to state half of the goods would be sent back, and within a few days after the purchase the invariable postal arrived instructing that a messenger be sent for the stuff not wanted. So this scheme was put into operation:

In each box that leaves the house there is gummed a label, which reads: "For obvious reasons we do not send a number of articles on approval for the selection of one." This is also printed on all bills rendered monthly and is done merely to bring the point home so that later developments will permit a reference to the existing rule. Folks don't care very much for printed labels or notices of that kind; they do just about as they please in such matters, and the concern did not hope to accomplish any reforms by allowing the thing to rest there.

In the book-keeping office a separate record is kept of all returns, and these are compared monthly with the net amount charged. If the articles sent back are out of proportion to those retained, memo is made and the returns investigated. A glance at each instance reveals at once if advantage is being taken and if after six months the same state of affairs exists, the customer's account is marked "Watch." Thus everything that is checked out receives close scrutiny, and when an order is received that indicates selection has been made for approval with the usual returns to follow the situation reaches the climax. A letter, carefully worded, is sent to the customer with the goods, and text of this is sufficiently forcible to make unmistakable what the policy of the house is regarding the return of selections. The majority of patrons accept this in the right way and accommodate themselves accordingly. A few may become offended for a time, but the results have been so good that this risk is worth taking.

After all, it is only habit and custom long followed that causes people to take advantage of their accounts in this way, and most of them see the justice of it if it is put before them in the right light. If a customer continues to be troublesome in this way he is cautioned again, and if nothing results the account is closed. It disposes of trouble for all time and is really the only manner of solving those few occasional instances where a patron's absence is preferable to his trade. As a matter of fact, I have seen such people return after a time, asking that their account be resumed with the promise that the old trouble would not exist if we'd try again.

It needs, of course, a greater co-operation between the stores. No single concern can hope to accomplish reforms if the thing is tolerated elsewhere. It is only that we have permitted the condition to flourish, and, in fact, have encouraged it by no active opposition. There should be a nor-

mal return of about one-third of the present credits as these appear on the charge ledgers of all big stores, and the thing is to prevent not only the growth of this thing but to reduce it. Step into the receiving room of a large establishment and see the trucks filled with returned goods, figure the labor and cost of this thing, wholly unnecessary, and permitted because the initiative is lacking to end it. A customer who has the habit finds that it grows so upon him that he cannot make selection in any other way. This, of course, is all wrong, and it is to be hoped that a movement of some nature can be put into operation whereby time, money and temper may be spared to eliminate pure waste of all three.—Haberdasher.

Don't Be Too Sure of Yourself.

When you are satisfied with your success, you've retrograded—no man at rest can do his best.

You can't stop, because your rival won't quit—a sure job is a poor job.

While thirty million men are striving to better their lot, you can only be secure in a position that no one wants to secure from you.

So long as journalism scours highway and byway for information—so long as the press is a diary of universal activity—so long as news is gathered, interpreted, and spread throughout civilization, alert brains will glean suggestions to be applied to personal tasks and to further individual ambitions.

Speed is now the watchword. The rest of us are racing after you. If you slow down you'll be run down. It's the man behind who determines how far and how fast you must travel.

He measures your destiny—he sets your standards. If you want to stay ahead use your head.

Forced to Make Knit Goods.

Forced to retire temporarily from the leather glove industry by the shortage in hides due to the war, the Beloit Glove & Mitten Company, Beloit, Wis., will branch out into the sweater and knit goods industry. Plans have already been made for the new line of business. The factory was faced with the alternate of laying off the majority of its employees or of branching out into a new line of business and keeping the help busy. The factory will install a modern line of knit goods machinery and place its output on the market within a few weeks. As soon as it is possible to obtain the hides necessary for the industry that end of business will be resumed. The shortage in hides has caused embarrassment in practically every leather glove factory. The situation is critical and there is no apparent means of obtaining the hides with which to continue the industry in this country.

No Change Required.

A colored man was brought before a police judge, charged with stealing chickens. He pleaded guilty and received sentence, when the judge asked how it was he managed to lift those chickens right under the window of the owner's house when there was a dog in the yard.

"Hit wouldn't be no use, judge," said the man, "to try to 'splain dis thing to you all. Ef you was to try you like as not would get your hide full o' shot an' get no chickens, nuth'er. Ef you want to engage in any rascality, judge, yo' better stick to de bench, whar yo' am familiar."

There is nothing in the theory of the survival of the fittest. Tailors aver that the misfits stay with them the longest.



Winter Goods

Now for the Winter Trade

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

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

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

BROWN & SEHLER CO.

Home of Sunbeam Goods

Grand Rapids, Michigan



Write for the Latest "Buffalo" Catalogue

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

Buffalo Trunk Mfg. Co.

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

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

THE SOLID CONSTRUCTION LINE

Boomlets From Bay City.

Bay City, Dec. 28.—Christmas Day 1914 has come and departed. It will be remembered in Bay City because of the great manifestation of the true Christmas spirit.

Our city's Christmas celebration began Thursday evening at Wenonah Park, where thousands of people gathered around the municipal Christmas tree and Star of Bethlehem.

On Christmas day huge loads of provisions were distributed among those who were not bountifully supplied and it is a safe guess that no one in Bay City went to bed hungry Christmas night.

What a contrast is this to conditions prevailing in desolated districts of Europe!

E. B. Braddock, President of the Veteran Travelers' Association, has gone to Detroit to attend the annual meeting and banquet of this Association, which will be held to-morrow afternoon and evening at the Wayne Hotel.

The embargo on the shipment of hay and cattle because of the hoof and mouth disease has had a depressing effect upon business in Eastern Michigan, but notwithstanding unfavorable conditions, a large number of merchants report a satisfactory holiday business.

The International Mill and Timber Co. has been organized in this city to engage in the manufacture of house material, cut ready for erection. This company will be backed by ample capital, will engage in a National advertising campaign and will make the third large corporation of the kind in Bay City to engage in this business, which through the wide advertising which it is being given, is making Bay City as world famous for house manufacturing as Detroit is for the manufacture of automobiles, Grand Rapids for furniture, Milwaukee for beer and Saginaw for hot air.

Many of the Bay City U. C. T.'s are indulging in a vacation during the holiday seasons.

J. H. Belknap, with the Mayer Boot & Shoe Co., has been given a two weeks' vacation, the first in ten years. He has been at home one week, and, to ward off restlessness, his wife offered to buy a stock order, to which J. H. readily consented, but he soon discovered that Mrs. J. H. hadn't money enough to pay the amount of the order, therefore the deal was declared off. It has been decided that if he is not tied to a bed post the vacation will terminate abruptly the next time an M. C. whistle is blown.

R. S. Phillips, with the Hanson Glove Co., is confined to his home as he has a long engagement there singing, "Be still as any mouse, for there's a baby in the house." Pub. Com.

Sparks From the Electric City.

Muskegon, Dec. 29.—The Muskegon Poultry and Pet Stock Association will exhibit at the Armory January 19 to 22. We expect Charles Ovitt to have a few birds on the job.

Foolish question No. 1: When will the war end or will the price of coal be reduced in 1915?

The Home Telephone Co. is working on a change of system, all wires being put under ground in the business district and in the alleys on residential streets. A new exchange is being installed which will be automatic.

Amond & Sons have opened a branch market at 185 West Western avenue. This firm is composed of three progressive and hard working men and the writer congratulates them in behalf of the Tradesman.

Mrs. George Haverkate, of Whitehall, was in Muskegon this week on business.

Fish shanties are ordinary sights on Muskegon Lake.

N. Vegter, of Terrace street, is greatly improved from his recent illness.

Bert Waalkes, Herman Anderson, Joe Schoenberg and Landlord L. Mehrkens have gone to Hesperin to buy rabbits. Bert was counting his money and found he could purchase thirteen rabbits at 10 cents apiece.

With 25 per cent. of our total members present, our regular meeting was held on the 19th. Our genial Secretary wrote a letter to every member requesting their presence.

The boys responded fine to Harold's dun. We say, Do it again, old boy.

A rising vote of thanks was given to Harold T. Foote in behalf of his good work for our Council.

A committee of three were appointed by Senior Counselor E. P. Monroe to devise ways and means to get our boys to meetings.

C. Follwrath was appointed chairman, with J. Lyons and M. Steindler as roustabouts.

A petition was sent to the G. R. & I. in behalf of our Council to allow their brakemen to sell papers on the trains.

Muskegon shipped two carloads of supplies to the relief of the destitute Belgians—a carload of flour from the Peoples' Milling Co. and one carload of knit wool goods supplied by the Amazon and Muskegon Knitting Mills Co.

The Continental Motor Co. expects to employ more men than ever before spring. It has several very large orders for motors on hand.

The Enterprise Brass Works, of Muskegon Heights, has bought the plant of the Wright, Cooler & Hood Manufacturing Co. from the Muskegon Chamber of Commerce. It will use this additional space as a shipping and furnishing department and expects to employ about fifty men.

Muskegon had a forty-five foot Christmas tree under the auspices of the Chamber of Commerce and the Woman's Club. The tree was lighted up Christmas day and was greatly appreciated by the many children who congregated there.

Our town is getting to be quite a convention place and has secured the following conventions:

First week of February, Michigan State Horticultural Society. O. F. Marvin, of Holton, has charge of the arrangements.

Second week of February, the mid-winter meeting of the Michigan Pioneer and Historical Society.

Last week of January, annual meeting of the West Michigan Pike Association at Chamber of Commerce rooms.

Many thanks for the fine book received from Editor Stowe.

With heartiest wishes for a better year than last and wishing all a Happy New Year in behalf of Muskegon and its travelers, we are

Milton Steindler.

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

Buffalo, Dec. 30.—Creamery butter fresh, 27@34c; dairy, 24@30c; poor to good, all kinds, 18@23c.

Cheese—New fancy, 15½@16c; new choice 14½@15c. Held fancy, 16½@17c.

Eggs—Choice fresh candled, 33@35c; fancy, 36@37c; cold storage candled 24@26c.

Poultry (live)—Cox, 10c; fowls, 12@14c; ducks, 14@16c; chicken 12@15c; geese, 14@15c; turkeys, 18@20c.

Poultry (dressed)—Turkeys, 20@23c; chicks, 12@17c; fowls, 12@16c; ducks 16@18c; geese, 14@15c.

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.

While the easy going individual is trying to figure out which is the best foot to put forward the strenuous man proceeds to get there with both feet.

Celtic Logic.

Two Irishmen arranged to fight a duel with pistols. One of them was distinctly stout, and when he saw his lean adversary facing him he raised an objection.

"Bedad," he said, "I'm twice as big a target as he is, so I ought to stand twice as far away from him as he is from me."

"Be aisy now," replied his second. "I'll soon put that right."

Taking a piece of chalk from his pocket he drew two lines down the stout man's coat, leaving a space between them.

"Now," he said, turning to the other man, "fire away, ye spalpeen, and remember that any hits outside of that chalk line don't count."

Judson Grocer Company

The Pure Foods House

COME IN

DEFENDING The American Home

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



THE WORLD'S BEST MATCH

Made in America

By Americans

For Americans

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

Made only by

The Diamond Match Company

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

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

Butler Brothers

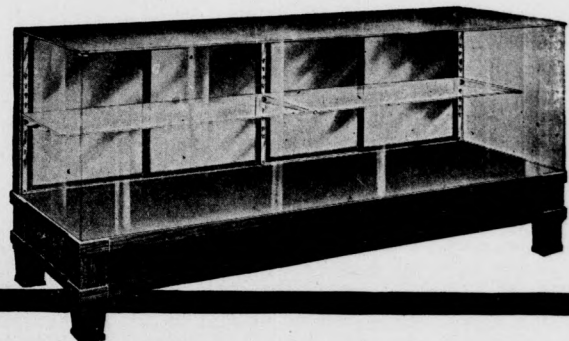
Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

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.



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

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



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Uncle Sam Recommends Undrawn Poultry.

The poultry handling specialists of the United States Department of Agriculture are urging housewives to buy their chickens undrawn and with the heads and feet still on. An undrawn chicken, they say, shows its lack of freshness or its unfitness for food much more clearly than a fully dressed bird, in the dressing of which certain significant signs can easily be removed by the dresser.

Moreover, by actual Government tests, as reported in Circular No. 70 of the Bureau of Chemistry, fully drawn poultry, with head and feet removed, decomposes the most rapidly, while undrawn poultry keeps much better than does poultry either wholly or partly drawn. This is because once a chicken is opened for cleaning the delicate tissues in it are open to the bacteria of the air, which multiply very rapidly and soon destroy the flavor of the chicken, even if they do not bring about actual putrefaction. The undressed chicken is far less likely to be contaminated in this way, as the outer skin is a protection against the inroads of such bacteria.

When the feet of chickens are removed the housewife loses one of the easiest methods of determining whether the birds is young or old. Young chickens have smooth clean feet and shanks. Old birds have scaly, rough legs and buttons or spurs. The head of a dead chicken gives very clear indication of staleness. The head of a chicken that is not fresh will show a greenish color below the bill, sunken eyes, and a darkening or discoloration on the neck, all of which indicate decay.

The housewife should require that the entrails of a chicken be not drawn or at least should have the butcher draw them in her presence. Moreover the entrails of the chicken often show diseased conditions that are not evident after the bird is fully drawn. The appearance of the entrails will help her to tell whether the chicken is fresh, and whether it has been properly handled. Entrails in a good chicken should be almost empty, round, firm in texture, and showing little red veins here and there. If the intestines are full the bird was not starved for twenty-four hours before killing, as it should have been, or else sand was

fed to it to increase its weight and work a fraud on the buyer.

If the animal heat was not removed quickly and completely, the roundness of the intestines will be lost and the folds of the intestines will stick together. There also will be an undue amount of sliminess and an unpleasant odor which is not found in a properly chilled bird. There is, of course, always some odor when the body cavity of a bird is opened, even if it is just killed, but this odor is quite different from the pronounced smell which comes with decay. An unscrupulous dealer cannot foist bad birds on the housewife who dresses the chickens herself and knows how to interpret what she sees and smells.

The skin of a chicken will tell the housewife whether the bird has been properly dry picked and air chilled, or whether it has been scalded in order to remove the feathers. The skin of a dry picked chicken is flexible, translucent, with the feather papillae plainly visible and contains short hairs which have to be removed by singeing. If a chicken has been scalded the skin is hard, thick, close to the muscles underneath and almost free from these hairs. The skin of a dry-picked chicken which has been chilled in water has lost the powdery look which is characteristic and is shiny, thicker than when air chilled; and it is scarcely possible to see the pink muscles underneath, as one should be able to do. A water chilled chicken is also a fraud to the buyer because it absorbs water, which is charged for at chicken prices.

Making Buttermilk Cheese in the Creamery.

The work of picking up the loose ends of the dairy industry has not yet received the attention it requires, perhaps because too much work has been necessary in the main lines of production. The profitable utilization of buttermilk and skim milk are two of the chief questions awaiting solution. The work of J. L. Sammis in this direction is of the greatest possible importance. The author gives a digest of the bulletin, which however, should be read in full as the details of the methods really constitute its most important feature which is unfortunately too extensive to be here reproduced.

Buttermilk cheese is a food product obtained by curdling buttermilk with heat, draining the curd, and adding salt. Large amounts of buttermilk are wasted every year at Wisconsin creameries. If this were made into buttermilk cheese, it would furnish a large supply of palatable food, equal

in food value, pound for pound, to lean beefsteak. It can be sold profitably at half the price of meat.

Compared to cottage cheese, buttermilk cheese is superior in flavor and texture. For this reason it is preferred by bakers and for table use. Overheating will not affect its moisture content and little extra equipment is needed for its manufacture.

The method for making this cheese on the farm is simple, and may be applied on a large scale in the creamery where buttermilk is obtained from

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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



"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



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.

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

raw cream. The process is described in detail. The cost of manufacture is small, the profit to the retailer attractive and the price to the consumer low. A steady market may be obtained with a little effort. Two creameries sold 28,000 pounds during one winter season.

The quality of the curd depends to some extent on the richness of the cream. Buttermilk obtained from cream that was pasteurized while sour requires a special treatment to change a fine grained curd to a coarser texture. It requires the addition of an alkali solution to the buttermilk and the subsequent neutralization of the alkali with hydrochloric acid. The addition of these materials is perfectly safe and increases the cost of manufacture by less than 1 cent per pound of cheese.

Made with rennet a slight modification of this process is necessary. No hydrochloric acid is used. The alkali solution is added to but one half of the buttermilk, which, when fully neutralized, is mixed with the remaining buttermilk and the entire mass coagulated by the addition of rennet extract. A subsequent heating puts the curd into condition for draining.

Buttermilk cheese is a sanitary food product. It has about the same food value, pound for pound, as lean beef steak, which sells at twice the price. Large numbers of city and country residents, to whom the prices of meat, eggs, etc., are objectionably high, find in buttermilk cheese a palatable and economical food.

In addition to ordinary cleanliness in its manufacture, the buttermilk used is heated to a pasteurizing temperature, 140 degrees or higher for an hour, during the cheesemaking process. Such pasteurization is sufficient to kill disease germs such as those producing tuberculosis, typhoid fever, dysentery, etc.

In the household buttermilk cheese is eaten alone or like cottage cheese, mixed with cream, seasoned with salt, mixed with 2 to 5 per cent. of Spanish pimiento, paprika, chopped pickles, olives, or nuts, or used in salads. On account of its smooth texture, it can be spread on bread like butter and thus used in sandwiches, either with or without butter. The addition of pimiento or paprika colors the cheese pink.

Bakers prefer buttermilk cheese, on account of its invariable smoothness of texture, for making cheese-cake and other bakery goods, in which they formerly used cottage cheese.

Utilizing the By-Products of Creameries.

It has been said that a European family can live on what an American family throws away. Of course, in that statement, truth is sacrificed to epigram, and the result is exaggeration, and while it may have been more nearly true in former years, it is so no longer in these days of greater compulsory economy. But still the saying embodies a large amount of truth. There are some industries, indeed, which commit little waste, at least in the utilization of the raw ma-

terials, like the meat packing industry. But in many others, the waste continues. This waste is particularly great in an industry consisting of small units. In a large factory, the waste amounts to so much that notwithstanding its comparatively low cost it represents large economic values and money can be made by working it up into by-products. In a small factory, it is far more difficult to find lucrative employment for waste material. Hence, by-products are more common in the big manufacturing units while waste is more common in the little ones where the loss can be least afforded.

The two chief waste products—more or less waste, at least—of the milk industry are buttermilk and skim milk. In the aggregate, the values wasted by the failure to use them, or at least to use them to the best advantage, are colossal. To lessen their waste, to find means to utilize these products, in the smaller creameries particularly, is a work deserving the most serious attention of our technical and scientific men.

A valuable contribution to the solution of this question is made this year by the Wisconsin Agricultural Experiment Station, through Mr. J. L. Sammis. An abstract of this publication on making buttermilk cheese in the creamery appears under the head of scientific and Technical Abstracts. Mr. Sammis describes in detail methods of utilizing the buttermilk at creameries in producing an article of food which, with proper marketing, will undoubtedly go far towards eking out the income of the creameries and possibly turning an unprofitable business into a well paying one. The fact that this cheese is preferred by bakers for cheese cake over cottage cheese is alone an indubitable of the greatest value.

The problem of utilizing skim milk still remains largely unsolved. A great deal may perhaps be done by popularizing its use for food and eradicating the common prejudice against it. But probably the ultimate and decisive solution will come with the expansion of the condensed and dried milk business. The great advantage this mode of disposition has over city delivery is that the cost of shipping, packing and distributing is practically eliminated and the material can be handled in bulk from creamery to condensory or milk powder factory.

Knew His Audience.

The president of a small college was visiting the little town that had been his former home and had been asked to address an audience of his former neighbors. In order to assure them that his career had not caused him to put on airs he began his address thus:

"My dear friends—I won't call you ladies and gentlemen—I know you too well to say that."

Judson Grocer Company
The Pure Foods House
COME IN

If You Have GOOD POTATOES

to offer let us hear from you.

If you are in the market, glad to quote you delivered prices in car lots.

H. E. MOSELEY CO.

F. T. MILLER, Gen. Manager

30 Ionia Avenue

Grand Rapids

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

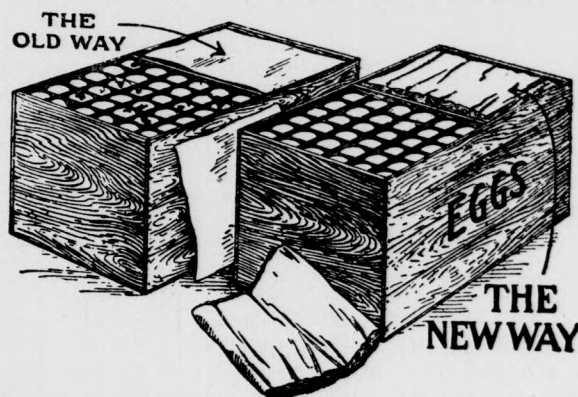
236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

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.



Carson City is to have a second State bank, State Banking Commissioner Doyle having approved the application for a charter. The gentlemen who have taken stock are the following well known and representative business men and farmers: C. F. Straight, E. B. Stebbins, E. S. Brooks, W. E. Adams, C. H. Adams, G. L. Russell, Geo. Walt, F. A. Wright & Co., R. Cowe, Chas. Shining, G. W. Canfield, Will McCuaig, Thos. Kavanaugh, M. H. Kipp, C. F. Wright, Geo. C. Baker, Delbert Mayes, Richard Kavanaugh, Jos. Goolthrite, Ray C. Brooks, C. R. Burkholder.

E. B. Stebbins, who has been active in organizing the new bank is an old resident of Montcalm county, having resided at Lakeview for thirty-eight years. While there he organized and was manager of the Stebbins Manufacturing Co., which was very successful under his management. Mr. Stebbins left Lakeview in 1905 and located in Sturgis when he organized the Sturgis Manufacturing Co. which was a decided success from the start. He remained in Sturgis for six years when he disposed of his interests and located in Grand Rapids.

Those interested in the new bank feel that there is plenty of business in this section for two State banks, and that the second would be a benefit to the community. All realize that the present State bank has an enviable position for soundness and being conducted along conservative banking lines. The new bank is not organized in any sense to oppose the present bank, but rather with the idea of helping to build up the town and community.

Mr. Stebbins has been investigating a suitable location to engage in the banking business for some time and after several visits to Carson City decided that that place presented a good opening for a second bank. He believes that the place and surrounding country has many undeveloped possibilities and thinks that Carson City has a bright future.

Announcement that the \$200,000 bond issue for improvements in the United Home Telephone system in Muskegon, had been placed has been made by Thomas Bromley, Jr., general manager of the company. The \$200,000 bond issue will not only take care of the proposed improvements, but will also be sufficient to retire the floating indebtedness of the company and assure the carrying out of the new telephone system project.

Mathew Fitzsimmons, who was convicted on a charge of embezzlement to the amount of \$210,000 from an Ironwood bank, will be given a new trial as the result of an opinion by the Supreme Court. Fitzsimmons' conviction was reversed and a new trial granted because of the fact that the prosecuting attorney was a depositor at the bank and was attorney for the administrator of the estate holding a big block of stock in the bank. The case attracted much attention in banking circles at the time of the trial. The record filed in the Supreme Court covered 2,000 printed pages.

The Wayne County & Home Savings Bank (Detroit) declared an extra dividend of 1 per cent., payable December 14, making a dividend of 14 per cent. for the year. An extra per cent. was declared in June.

A deal has been consummated whereby the stock in the Citizens Savings Bank of Owosso, owned by Dudley E. Waters, of Grand Rapids, passes into the hands of Owosso men. This makes practically all of the stock in the Bank owned in Owosso. The Bank is nineteen years old and is enjoying a splendid growth. Plans are already under way to remodel the building now occupied by the Bank, to give the institution twice the space it now has.

Frederick Neff, wealthy McBride banker, President of the Bank of Neff & Son, is dead at the age of 73 years. He suffered a stroke of paralysis while in California last year and never got over it. He was a member of Ionia commandery No. 11, Knights Templar.

The State Railroad Commission has granted authority to the Sault Ste. Marie Gas & Electric Company to reduce its capital stock from \$200,000 to \$80,000. The present managers have desired for some time to bring the capitalization down to actual conditions. At the same time the company asked authority to refund existing bonds and to provide for future contingencies, requested that further bonds may be issued when expenditures are made. The present issue is for \$125,000. The authority was granted, as asked.

A stock dividend of 50 per cent. or \$500,000 has been recommended by the directors of the Scotten-Dillon Co. (Detroit). This would make the capital of the firm \$1,500,000. The stockholders will vote on the proposition January 26. The regular quarterly

dividend of 2 per cent. and an extra dividend of 8 per cent. were declared, making the total dividends for the year 40 per cent. Last year the stock paid 50 per cent. and the year before that 32 per cent. The par value is \$10. The last sale on the local exchange was at \$106.25.

The occidental world looks back on 1914 with satisfaction not in its life but in its death. If mere existence with its ordinary comforts and its drawback is the thing to be thankful for, let us piously acknowledge that and let those of us who have the spirit of thankfulness exercise that spirit for what we have received. But an American lives not only in America. As to his thought and sympathy he lives everywhere else in the world in one degree and another. But our European domicile is a place of agony and of discouragement as to the future of the race. In the midst of a highly developed civilization, one which has been cultivating the arts of peace and dreaming of the days when war shall be no more the most gigantic war of all time has broken forth, and to-day none can see its probable end. While we may be thankful that so much of the term of this war has gone by, we cannot dismiss 1914 as if it were to prove the end of that conflict, and therefore we cannot look forward to the immediate future with the satisfaction of a mankind at peace with itself. It remains only for the individual to submit and to perform his duties to the best of his ability. There his responsibility ceases. Not so his heartbreak for the sorrows of an afflicted earth.

In America the successes of life have perhaps approximated the average. So far as physical comfort is

concerned we have fared well, for nature has been generous with its fruits, and even in the increment of wealth we are not badly off, for the disorders in our finances and the depreciation of our securities may be looked upon as transient. Nevertheless, as measured by the ordinary standards, our trade for the period preceding the outbreak of the war was only indifferently good. We were still suffering from the effects of a lack of harmony between business and Government and from an ill-judged change

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Splendid Investment Opportunity

Each \$100 Oil & Gas Bond entitles purchaser to a bonus of \$100 stock which may be worth \$1,000 few months. Terms and particulars, 403 Mulvane Building, Topeka, Kansas.

4% the first year

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

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

Guaranteed by two wealthy responsible men.

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

The Michigan Trust Co.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST

WHAT ARE YOU WORTH TO YOUR FAMILY?

LET US PROTECT YOU FOR THAT SUM

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

in our tariff policy. As to the rest of the world the record might be termed a negative one. The nations of the continent were experiencing reaction in commercial affairs. England was doing moderately well in its commerce and industry, the United States was holding itself steady against certain adverse influences, and the countries in which new exploitations were in progress on a large scale suffered a severe setback, notably Canada and Brazil. But in these last hours of the year we may congratulate ourselves on a demonstration of the power of capital and Government which will ever be considered extraordinary. The European nations in their grasp of war finance showed wonderful reserve power and willingness on the part of their people to face their duties. The United States, in the awkward position of a large debtor to Europe and obliged to meet the just demands of its creditors, frightened at first and plunging a little, asserted its power in a splendid way and came out of the trouble handsomely. Thus we stand at the close of the year, and the probabilities of the coming months are of a more cheering character, for while we cannot expect normal conditions we may expect better ones than those in which we have been involved for many months past.

*This broken week presents some satisfactory features. The Christmas trade has been large, although perhaps not up to the best. It has furnished evidence that unemployment has not yet cut into the means of the people seriously. Moreover there is a considerable increase in savings deposits, which suffered so severe a cut during the height of the panic period. Wholesalers and jobbers find also that seasonable weather has stimulated the demand for their goods. Bank clearings are no longer declining. For the whole country they are now running about 12 per cent. below those of last year, whereas at times they have scored a decrease of 25 per cent. Outside the City of New York there is a decline of about 9 per cent. The decision of the Interstate Commerce Commission increasing the rates of freight something like 5 per cent. in the territory east of the Mississippi and north of the Ohio and Potomac has released some orders for railroad material but it does not yet inspire business generally. It is appreciated that the roads, having experienced a helpful decision from one government still have forty-eight other governments to deal with. An illustration of what is happening from time to time is a reduction in coal rates by the Pennsylvania public service commission. Some specific beneficial effects are derived from the decision. Investors have not been led to making larger purchase. The outcome of the arrangements for trading on the New York Stock Exchange has been a dull market, with sharp declines, the minimum prices prescribed by the authorities of the exchange not being low enough to tempt buyers. There is a small demand for bonds and one may see under all a disposition to take

only the safest things. Accordingly the demand for real estate mortgages is good.—Economist

At a meeting of the directorate of the Grand Rapids National City Bank and the City Trust & Savings Bank held December 28, it was decided that the offices of President and chairman of the board of the first organization should be united, and Dudley E. Waters, who has been chairman of the board was elected to the Presidency of the Bank. No other changes were made in the official force of the Bank, Charles H. Bender remaining Vice-President of the Bank. He was also elected President of the City Trust & Savings Bank. The two new Presidents thus fill the vacancies caused by the recent resignation of James R. Wylie. Mr. Waters remains chairman of the board of the latter institution. The relations of the two Banks remain the same as in the past, except that each will have its own President. On the completion of the new building on Campau Square both banks will be housed in it. Until then Mr. Bender will retain his office, as at present, in the Monroe avenue building. Mr. Waters' business career in Grand Rapids has ever been that of a banker. He was President of the old Grand Rapids National Bank until its merging with the National City Bank, when he became chairman of the consolidation as well as of the City Trust & Savings. Since becoming a banker, in 1906, Mr. Bender has been closely allied with the two Banks, becoming Vice-President in May, 1910, of the Grand Rapids National, and being continued in that position upon the merging of that institution with the National City Bank.

Clemency Extended Union City Bank Cashier.

Coldwater, Dec. 26.—Most cases of pardoning bankers and cashiers who have been sent to prison for violations of the law meet with little approval at home, but such is not the condition in the case of Henry T. Carpenter, Cashier of the Union City Bank, who served nearly two years of a five-year prison sentence at Ft. Leavenworth for violation of the National banking laws. Every business man in the prosperous village signed his petition for release, also every one of the bank officials who had lost by Mr. Carpenter's unwise giving credit to many unworthy. All of the county officials signed the petition which went to President Wilson, containing also the request of Judge Sessions, who sentenced him also that of the United States District Attorney and that of the United States Marshal and the bank examiners who investigated the case.

The broken old man was given a warm greeting by former neighbors and friends on his return to his home and when in Coldwater the "glad to see you Tom," met him on the streets and the poor man gave him just as warm a greeting as did the well-to-do.

Carpenter admitted at once his fault and said he never profited a cent at the Bank's expense and never had any such intention.

Judson Grocer Company

The Pure Foods House

COME IN

Besides being subject to the close supervision of the board of directors, executive committee and officers, the bond and trust departments of the

GRAND RAPIDS TRUST COMPANY

are in the hands of capable men who give its clients the very best of service, thus insuring the safe investment of funds entrusted to its care.

123 Ottawa Avenue, N. W.

Both Phones 4391

Fourth National Bank

Savings Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

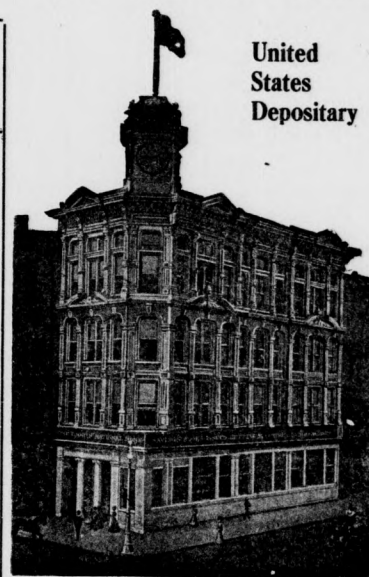
United
States
Depository

Commercial Deposits

3 1/2

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

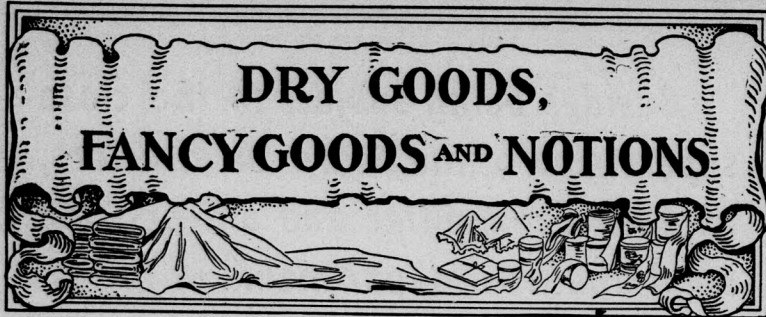
Capital Stock
and Surplus
\$580,000



The Old National Bank

GRAND RAPIDS, MICH.

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



Take an Inventory of Your Intangible Assets.

Written for the Tradesman.

The time is at hand when in most stores the regular yearly inventory is taken. All tangible property, such as merchandise, furniture and fixtures, accounts, buildings, vehicles and all other items of palpable value used in connection with the business, will be listed at a correct price and the sum total computed. This with a view to knowing the amount invested and the exact returns which the enterprise has yielded during the past year.

There are, or should be, inhering to every business certain intangible assets. It will be well at this season to take an inventory of these also. It may not be quite so formal and precise an affair as the list of property of the other sort, for in the nature of things the worth of intangibles can not as a rule be closely estimated in dollars and cents, but it will be wise to take them into consideration and recognition, to get a good mental look at each one, and see whether it is large and abundant as it ought to be, or scanty and even a negligible quantity as it too often is. We will note a few of these in tangibles.

Credit. The good business man is careful of his credit. He meets his obligations promptly. He is frank, open and aboveboard with his creditors. He is a pusher but not a plunger. His habits are above suspicion or question. His ways inspire confidence. He follows his judgment rather than his impulses. To maintain a sound and unblemished credit through all the vicissitudes of mercantile life is an honor and dignity which any merchant justly may be proud.

Standing with Customers. Important to a merchant as are right relations with the firms from whom he buys, his good standing with the people to whom he sells is, if possible, even more essential to his success. This is a far more difficult thing to gain and hold than the other, because a more intimate and personal thing. It has to do not with a small number of large transactions, but with a very large number of small transactions. Like the other, it rests fundamentally upon integrity and uprightness, but these qualities, sterling and indispensable as they are, do not prove so all-sufficient in the one case as in the other. A store needs the friendliness and even the friendship of its patrons. Lacking these it can not expect to retain patronage for any length of time.

This friendship is a matter not only of fair treatment and honest dealing,

but of tact, courtesy and magnetic personality. Established trade, the adherence of a large clientele of customers—this is an intangible asset whose value is sometimes recognized in terms of money, as when a business is sold by one person or firm to another, and so much is allowed for the "good will." No one, however, will pay for the "good will" what it is worth to the man who has built it up, for it is not fully negotiable. It can not be transferred in its entirety; but to the man who has made it, so long as he keeps it up and does not allow it to lessen or decline, it is invaluable.

The Loyalty of Helpers. The capable and successful merchant as a rule retains for long terms of service those whom he employs. And he has their loyalty, even their devotion. If a man is of the right sort it is good for him to be at the head of something—to have the direction of the efforts and to some extent of the destinies of others. A good employer gives to his helpers more than the contents of their pay envelopes; he receives from them more than perfunctory discharge of their duties. It is a fine trait to be able to evoke the loyalty and devotion of those in one's employ. Lacking strength and uprightness of character, a man can not hope to receive this distinction. Unfortunately, some who are entirely worthy do not command it, because they lack the peculiar fitness for leadership which is the strong trait of the successful employer. Since almost every merchant must have helpers, this trait is one to be cultivated earnestly.

Mental Development. The great knowledge obtained from a long and observant handling of goods, the shrewdness and farsightedness that come from studying market conditions, the judgment developed by estimating probable demand, the decision that results from acting promptly upon one's judgment, the poise that comes from taking necessary risks and avoiding needless hazards, the initiative and push and force of character that result from building up a business, making a place for it, keeping it going, and being a factor, even a small one, in the mercantile world—these constitute a mental development that no college course and no learning however exhaustive, obtained at second hand, can equal.

Knowledge of One's Fellow Men. The merchant of all persons has a chance to know his fellow men. In his capacity of employer, in his relations to manufacturers, wholesalers and jobbers, and especially in his

contact with his customers, there is spread before him a ceaseless and very entertaining drama of human life. He can study the human soul from every angle—he sees its seamy side, its grasping, ignoble traits—he can also see it illumined by the high-lights of unselfishness and nobility. Few other vocations furnish so good an opportunity to know people.

Consciousness of Filling a Useful Place. The right sort of store headed by the right sort of man is a useful asset to the city or town or community in which it is located. It always must be remembered that a store should be for the public to a far greater extent than the public is for the store. The only right a business has to exist is founded upon its being a convenient and useful and reliable place of supply. In inventorying his intangible assets, the merchant should consider whether or not his store holds a place of usefulness—whether it is rendering a real and valuable service to the community at large.

Honor. There is an honor in business that has well been termed the fine gold of it—an integrity that can not be expressed by the highest score of credit in the rating books, that is more than is meant by simply paying one's bills—an integrity that scorns taking the least advantage, and that holds all trickery and deception in contempt. Let the ideal be, Every dollar a clean dollar, free from all taint of greed or questionable practice. Many merchants—some of them

men of great wealth, others humble storekeepers in country towns—have attained to this high standard. It is not impracticable nor incompatible with financial success.

As in any healthily growing business the inventory shows an increase in tangible assets from year to year, so these priceless intangibles which we have noted should become greater and greater in amount as time moves along. As already indicated, some of these have a money value; others, while they may not tend to swell the bank account, have their worth in that which is better and more precious than money. Fabrix.

Wasn't Foreman at Rome.

The new foreman was a hustler. Nothing escaped his eagle eye, and whenever he saw a workman suffering from a tired feeling he quickly woke him up.

So when he discovered a bricklayer snatching a quiet pipe behind a wheelbarrow his wrath arose mightily.

"What do you think you're paid for? Get on with your job, if you don't want to get fired pretty sharp."

"All right, boss," rejoined the workman. "Keep your 'air on. Rome wasn't built in a day, you know."

"That may be," rejoined the hustler, "But I wasn't foreman of that job."

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.

*We desire to extend to
you the Compliments of the
Season and to express our
sincere wishes for your
prosperity the coming year.*

**Grand Rapids
Dry Goods
Co.**

SUNDAY TRADE.

It Is Mostly Unnecessary and Always Unprofitable.

Written for the Tradesman.

Selling goods on Sunday may be right or may be wrong. By this test only—right or wrong—should a merchant decide whether to yield to the demand for Sunday trade or to refuse. Only a very small per cent. of the usual Sunday trade is absolutely necessary. By a firm and yet reasonable stand any merchant may discourage Sunday buying. He may reduce such buying to a minimum; he may put a stop to it entirely except on rare occasions.

Every merchant should take a decided stand on the right side of this question. He should do so for his own good, for his family's good, for the good of his customers and for the good of the Nation. Sabbath desecration or lawlessness is one of the greatest menaces to our welfare as a Nation. The manner in which anyone spends his Sundays proclaims his patriotism or lack of it more than anything he does or everything he does during all the rest of the week.

The merchant who keeps his store open all or a part of Sunday is a loser. He loses rest privileges and benefits to which every man is entitled. He denies himself—he foregoes his rights—to accommodate other people with no real advantage to those others. Of course there are exceptions and the most conscientious merchant will cheerfully turn aside from his own comfort or plans for the day to serve those who because of sickness or unforeseen contingencies really need supplies on Sunday.

That there is no real profit in Sunday trade ought to be evident to anyone who carefully considers the matter. A merchant who makes a regular practice of selling goods on Sunday will lose some patronage thereby. And people who know they can procure supplies on Sunday will go out of town or go where they will be apt to spend money needlessly, thus curtailing the amount which should go to the home merchant. If they do not buy less goods than they intended they will ask for credit or a larger amount of credit than they otherwise would. The merchant who can dismiss business from his mind from Saturday night until Monday morning should enter upon the week's duties much more refreshed, more ambitious, far better prepared to push business, sell more goods, and realize good profits than the one who never secures such rest and relief from business.

If a merchant is of any use to his family except to gather money he ought to spend as many hours as possible with them on Sunday. If he cares for their moral or spiritual good he should be careful that his example does not tend otherwise.

For a merchant to yield to all the demands for Sunday trade, to allow the people to encroach more and more upon his time and favor, is to encourage slackness, improvidence, disregard of the rights, welfare or opinion of others.

The location of a store, the occupation of the people or other factors may determine whether it is possible to keep the store closed all day on Sundays and the proprietor remain away entirely or otherwise. Customs can be changed; customs do change; they may be changed for the benefit of a community instead of for its detriment. A merchant may lead as well as to follow. His endeavors to please the people should be hedged by right and reason.

The merchant in a farming community or in a small village who lives over the store, in the same building or close at hand must constantly fight against this evil of Sunday trade. By appropriate signs in and about the store or by notices in the local newspapers he should keep the people aware of the fact that he does not want Sunday trade. In case of the newcomer who is not informed of his policy, who calls him down or out and requests or demands to be served he must decide his course by the merits of the case. The following is suggested for a notice to be prominently displayed in the store during the week and hung in the front for Sunday: "We are willing to accommodate in case of sickness or necessity, but we do not want Sunday trade. Please do not ask for it."

Because some other merchant keeps open on Sunday or sells goods without question or restriction, is no reason for your doing so. He hurts himself more than he hurts you. In the long run he loses rather than gains. If there is to be a division of customers let him have the slack, the improvident, the careless, the undesirable ones and aim to hold the conscientious, careful, dependable class.

Sunday trade is largely unnecessary and surely unprofitable—financially, physically or morally—usually all three.

E. E. Whitney.

Rules for Figuring Costs and Profits.

These rules for figuring costs and profits are recommended by the National Association of Credit Men:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular payroll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amount donated or subscriptions paid.

7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telephones and telegrams, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10. Charge collection expense.

11. Charge any other expenses not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

Judson Grocer Company

The Pure Foods House

COME IN

Ha-Ka-Rac



No. 1802

BOYS are not overlooked in the Ha-Ka-Rac line. The dealer may have perfect confidence in all the juvenile garments for they are given the same careful attention as is afforded the adult higher priced coats. School creates a great market for these live little sellers.

No. 1802 ... \$12

Oxford, Cardinal, Navy and Brown

No. 1819 ... \$18

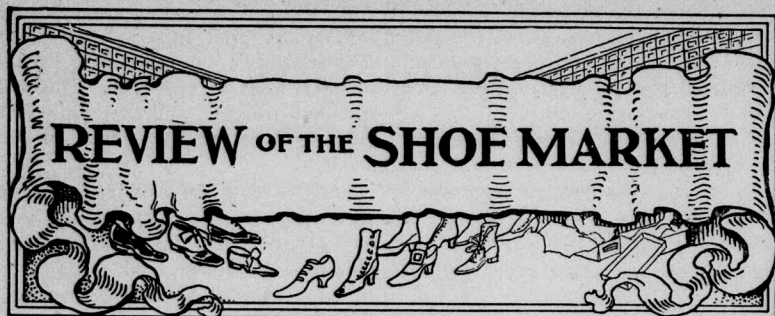
Oxford, Cardinal and Navy

THE PERRY GLOVE & MITTEN CO.

PERRY, MICHIGAN

Paul Steketee & Sons

Desire to thank their many friends for their patronage during the past year, and hope that 1915 may be a year of happiness and prosperity.



REVIEW OF THE SHOE MARKET

A Shoe Clerk Who Could Think.

Written for the Tradesman.

Now I am sure there are many, very many shoe salesmen in retail stores throughout the country who can think; but this story is concerned primarily with just one of them.

It's really high praise of any one in a subordinate position, to say of him—and to speak correctly in saying it—that he can think. There are so many, you know, who really do not exercise the prerogative of thinking for themselves.

But Robert Draper, of the men's department in Centerville's Stylist Shop, acquired the art of thinking for himself. And this little skit is written to show what happened to Mr. Draper as a result—or perhaps I had better say, as a reward—of this attainment.

But first of all I must tell you something about the Stylist Shop of Centerville. It is primarily a shoe store, but it has taken on of recent years so many subsidiary lines, such as leather goods, hosiery, handkerchiefs, robes, kimonos and dainty lingerie for women and misses, it doesn't seem at all like the traditional retail shoe establishment.

The Stylist Shop runs all over a pretty fair-sized four storied building, located at one of the most desirable corners in Centerville's famous downtown shopping district; and if there's anything new and worth while in the way of shoe store furniture, fixtures, accessories and appliances that the Stylist Shop doesn't have, it's an oversight on the part of the management.

William T. Hopkins and Anthony Skidmore are the men higher up, insofar as the Stylist Shop is concerned, but Skidmore isn't an active partner in the business—Mr. Hopkins is the man referred to when mention is made of "the big boss." It would be quite a congenial task for me to divert here, and tell you how William T. Hopkins made his way up the rungs of the ladder from a most inconspicuous and humble position to that of sole manager and proprietor of the Stylist Shop; but that wouldn't be the story I started out to tell.

The Stylist Shop of Centerville is but one—by all means the most important one, however—of a growing group of stores, owned by Hopkins and Skidmore. At the present time there are five lesser Stylist Shops in near-by towns—chicks, as it were, of the Centerville mother-store, and in everything but size the resemblance between them and the parent-store is striking. Each one of them is a distinctly smart and aggressive retail

shoe establishment, and every one of them is going to play an increasingly important part in the retail shoe distribution of the towns in which they are located.

It is the secret ambition of several salesmen in the men's department of the Centerville store to qualify for managerial positions in branch establishments of the central store. William T. Hopkins believes in training his own managers, and his ideas about the qualities a man ought to have for such a responsible trust, cannot be measured up to by just any Tom, Dick or Harry.

Of the clerks in the Stylist Shop who maintained secret hopes of promotion to a managerial position, Tony Edwards was decidedly one. To Tony this hope was as an Aladdin's lamp—beautiful to contemplate, and extremely magical in its promise of honors and rewards. From all of which, however, you are not to get the impression that Mr. Hopkins had ever directly or indirectly intimated that any such good luck was in store for Tony. Tony just took it for granted.

Tony was a good salesman—and he knew it. He had a way of handling difficult customers that oftentimes produced results where fellow clerks had failed. He was a general favorite, and had a large personal trade. He was ambitious. And best of all—so Tony thought—he had been with the firm longer than any other man in his department. Therefore it looked to Tony as if he had a sure thing. All he had to do was to wait until another branch store was opened or one of the present managers dropped out; the promotion was sure to come.

It came sooner than Tony expected. One day it was noised about in the store that the manager of the Simpkinsville store had resigned to accept a full partnership in a larger store of another city. Within two weeks his place would have to be filled by some one else. "Something seems to tell me," said Tony to himself, "that that some one else is Tony Edwards." And the quantity and

IF spot cash, a fair price, quick action appeal to you, I'll buy merchandise you don't want, can't sell, or will buy your whole stock or part of your stock of shoes, clothing, dry goods, or any store anywhere and everywhere, and come with the cash as soon as you wire or write to me.

PAUL FEYREISEN,
12 No. Market St.
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WHAT IS THE USE?



"Yard Wide"

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

"A YARD FOR A FOOT"

Rindge, Kalmbach, Logie Company

Half Century Shoe Manufacturers

Grand Rapids, Mich.



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

quality of good cheer Tony radiated, as he pictured himself manager of the Simpkinsville Stylist Shop, was out of all proportion to the volume of business done that day in the men's department.

Hourly, during the day the good news first reached Tony, and daily during the lengthening week that followed. Tony Edwards expected to be called into the private office for an interview with the boss. Again and again the "big boss" passed him on the floor, but not a word, syllable, sign or token to the effect that "the big boss" had anything special to say to Tony. Tony couldn't understand it. The silence became painful. The thing began to get on his nerves. What could it mean?

It meant, as Tony heard the following Monday, that Robert Draper, who had been Tony's right-hand man in the men's department had gotten the coveted post of honor. Draper had gone on to Simpkinsville. Tony's heart sank. He went about like one in a dream. He was flabbergasted. He sulked. For the first time in years he found himself harboring that fatal I-don't-care feeling. He was dimly conscious of the fact that he was hardly civil.

After the daze due to his intense disappointment had, in a measure, worn off, he felt himself angry through and through. He was as good a clerk as Draper, surely. Many had told him he could beat Draper selling shoes any day in the week. He was just as ambitious, he was sure; and he certainly tried as hard. Moreover, he had been with the house almost a year longer than Draper. Such arrogant favoritism made him angry through and through.

He made up his mind to quit. And then it occurred to him that it would be foolish to quit until he had something better in sight. He was earning as much money as any retail shoe salesman in Centerville. If he went into another store as salesman, he'd have to go for less money—and that'd be silly. No; hard as it hurt, he'd have to stay on. But the idea of giving that job to Draper when he, Tony Edwards, could have filled it better, wasn't it the limit?

But all at once the thought struck in on Tony, could he have filled it better? What are the qualifications of a branch manager, anyhow? He had to know the ins and outs of shoe retailing. Well, he knew that as well as Draper. And he had to be a man of executive ability. Was he as strong in that respect as Draper? He began to wonder. All at once it occurred to him that Robert Draper had often been in conference with the advertising manager and the window trimmer; that he (Draper) had suggested sales plans; that he was brimful of enthusiasm about shoe articles in the trade papers, books of cost accounting, retail advertising, window trimming, and all kindred subjects.

And when all this had been recalled by Tony, he was forced to admit to himself that Draper had proved himself to be the better man of the two, simply because Draper had

shown himself to be a man who could think. He was continually on the trail of new ideas, and when he found one, tried to devise some way of using it in the Stylist Shop. "I have just been waiting for a managerial job," said poor Tony to himself, "but Draper has been working for it. Well, serves me right, I guess! But here's where Tony makes a new resolution: Tony is going to learn to use his head. It pays."

Cid McKay.

Where the Parcel Post Hurts.

A writer in a publication devoted to developing the use of the parcel post, preaches to grocers that instead of complaining about parcel post, the grocer has just as free recourse to its service as the mail order house. At length, he points out that there is no reason why the grocer cannot get together lists of names to whom he can mail his price lists and whom he can serve by using the local zones within fifty miles of his store, as well as the catalogue houses, thereby greatly extending his trade instead of having it curtailed.

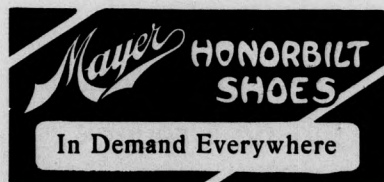
All of which shows that the writer of the article, like many a grocer, has failed to look below the surface. If the parcel post was no more than a new transportation system, the local grocer would have no reason for complaint. He could use it as well as the mail order house. But, in connection with other circumstances it means the last straw that breaks the camel's back for the grocer, in a community irretrievably committed to the parcel post habit.

The rural grocer claims that mail order houses can buy cheaper than he can and by enjoyment of a great National outlet like the parcel post, they can use great advertising systems and high grade advertising writers and publish catalogues that the small capital grocer cannot aspire to. Things were bad enough for him beforehand, but now Uncle Sam steps in and does, at a loss, the work of distributing the catalogues and then the merchandise, and even collecting for it and doing a lot of other things the grocer has to do for himself. True, the parcel post is open to him, as it is to any other citizen, but when combined with other circumstances, he contends that it puts the finishing touch on rivalry he has already found almost unbearable—Mail Order Magazine.

The chap who boasts of his ability to accomplish more in one day than his neighbor can in a week is content to let it go at that.

Judson Grocer Company

The Pure Foods House
COME IN



Start the New Year Right

The merchant who turns his stock often and keeps it in shape to give his customers better service and better shoes than his competitors—is the man who wins.

There is only one way to do that—associate yourself with a manufacturer who makes good shoes, at the lowest price consistent with good quality, and who carries the goods on the floor year round so you can keep your stock sized up and always up-to-date by frequent orders.

We carry sufficient stock on the floor to fill ninety per cent of our orders the day they are received, and as to quality, well, the BERTSCH and H. B. HARD PAN are looked upon as STANDARDS in their line.

**DURING 1915 CONCENTRATE ON THESE LINES AND
WATCH YOUR BUSINESS GROW**

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

GRAND RAPIDS, MICH.

*Here's Wishing You
A
Happy
and Prosperous
New Year*

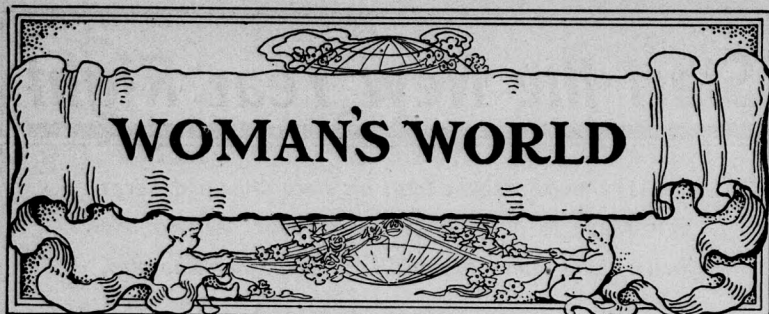
And HERE'S something that will
make it so

Hood Rubbers

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Right Motives Rather Than Detailed Resolutions.

Written for the Tradesman.

Once in a while one ought to make a sort of official inspection of one's own motives. Just as a watch has to be set by exact time, and scientific instruments need correction for all the variations to which they are liable, so it is essential to give one's motives and principles a thorough overhauling occasionally, to see that they are standing square and plumb and working accurately. Self-examination is the theological term for this process, while introspection is the name applied by the psychologists to much the same thing. At the beginning of the new year is a most fitting time for attending to this duty.

It often happens that one retrogrades unconsciously. With the passage of years a once generous and self-denying person may become selfish; a warm and tender heart may grow cold and hard; an honest soul, by gradual lapses may descend through various grades of unscrupulousness to downright roguery. So it is necessary, at least once a year, to take a look into our inmost selves and see that everything is all right. If we do not find it so, then we should set our spiritual house in order at once.

This done, the next thing is to ascertain what view we are taking of life. Are we becoming habitually gloomy or morose? Have we soured on the world? Are we getting to be distrustful and cynical? Are we drifting into pessimism?

Middle life and old age are especially prone to these unfortunate tendencies; while even youth, which normally is trustful and optimistic, is liable to fall into them, perhaps as the result of a little ill health or untoward experience. The dismal person ages prematurely. The cheery heart keeps young in spite of years. If by any chance your mental outlook has become a little twisted and askew, see now that it is set straight, and that the windows of your soul are open to all of God's sunshine.

Having done thus much in the way of New Year regeneration, if you have some special failing—and who of us has not—it will be well to get after that next. Maybe nature thoughtlessly gave you the kind of uncontrolled temper that causes your enemies to style you "red headed;" perhaps a bitter and sarcastic tongue is your stumbling block; possibly a tendency to neglect your work for harmless but time-consuming pleasures may be your weakness. Whatever it is, take hold with a fresh grip and conquer

it. You can not afford to let your whole life be marred by some ugly little fault that can be downed by a strong will and persistent effort.

Having inspected your motives and seen that your vision is not taking a wrong slant, and having renewed vigorous measures against your besetting sin—what next? Well, nothing next, for you already have done about all that is necessary. Don't make a lot of detailed resolutions in an attempt to regulate your conduct in every possible contingency. If you do you'll simply break every one of them, or at least you may better break them than try to live up to them.

A good, conscientious woman is so anxious to do just exactly right in every smallest particular, that sometimes she makes a nuisance of herself. She wears herself out and tires everybody around her, and then often doesn't get along as well, doesn't hit off with time and place and conditions as felicitously as does some happy-go-lucky mortal that never made a serious resolution nor exercised a scrap of forethought in her whole life.

The origin and formation of a resolution are easy to trace. In some manner the attention is sharply focused upon some line of conduct or more especially misconduct, as when we see a room or perhaps an entire house in dire disorder, and note the inevitable annoyance and waste of time, occasioned by this condition. "A place for everything and everything in its place" springs to the mind as a most wise and useful motto for the new year. Now disorder is bad, and orderliness, within reasonable limits, is good. But you simply can't always stop and put everything in its place right at the moment. The people who do that don't do much of anything else.

Instances might be multiplied of this tendency to place undue emphasis on some one merit, at the risk of violating important general principles. One saintly woman made this as one of her New Year resolution: "I will not speak of the absent as I would not if they were present." Of course she couldn't keep it. Her idea was all right—it is a despicable thing to indulge in the too common practice of picking people to pieces. But there are occasions when it is absolutely necessary to tell the unpleasant truth about persons; occasions when silence would be treachery. Just as surely would it be unwise and often unkind to speak in this frank way if those persons were present.

Life is so complex, the different combinations of circumstances are so

infinite in number that it is impossible to map out in advance a line of conduct that will exactly fit a future event. So many unthought-of factors come in to modify and alter. The best laid plans often fail of their purpose.

The great moralists put their stress on fundamental principles, and those are few in number. They do not lay down specific rules. The power of the great religions lies in their spirit, not in literal and minute precepts. So be sure that your motives and underlying principles are right, then as circumstances arise for which you are not fully prepared, trust to the inspiration of the moment.

Being a woman, you have intuition. Indeed that is the piece de resistance of your mental equipment. You arrive at truth by instantaneous perception—you do not have to attain to it as does a man by a slow and laborious process of reasoning. Being blessed with intuition, make use of it. It may atrophy if you don't. A few tolerably fixed habits help in turning off routine work easily and quickly, so these are to be cultivated and used in their proper place. But situations constantly are arising for which you have no precedent. You will do better if free to size each up and act on your instant wisdom, unhampered by a lot of impractical rules. Quillo.

Not Her Grudge.

The fact that corporal punishment is discouraged in some public schools is what led Harry's teacher to address this note to the lad's mother:

"I regret very much to have to inform you that your son Harry idles away his time, is disobedient, quarrelsome and disturbs the pupils who are trying to study their lessons. He needs a good whipping and I strongly recommend that you give him one."

Whereupon Harry's mother responded as follows:

"Dear Miss Jones: Lick him yourself. I ain't mad at him. Yours truly, Mrs. Smth."

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa
and Chocolate



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

Trade-mark on every genuine package

MADE ONLY BY

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

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.

The Losing Side of Mail Order Trading.

Hans Garbus, a German farmer of Iowa, has discovered that the benefits which appear on the surface as attaching to the mail order plan sometimes spell disaster, and has written a very interesting story of his views in a certain farm paper. Here is a part of his story:

"We farmers need awakening to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow German farmers who had to be shown, and I am now giving my experience that others may profit, for knowledge is more expensive now than ten years ago.

"Twenty-nine years ago I began my farm career. I had an old team and \$50. Our furniture was mostly home-made—chairs, cupboard and lounge made from dry goods boxes, neatly covered with ten-cent cretonne by my girl wife. We rented eighty acres. Being a boy of good habits, I got all needed machinery and groceries of our home merchants on credit until fall crops were sold. The first year was a wet season and I did not make enough money to pay creditors. I went to each on date of promise and explained conditions, paying as much as possible, and they all carried the balance over another year. They continued to accommodate me until I was able to buy a forty-acre piece of my own.

"As soon as I owned these few acres the mail order houses began sending me catalogues, and gradually I began sending my loose change to them, letting my accounts stand in my home town where I had gotten my accommodation when I needed it.

"We then had one of the thriftiest little villages in the state—good line of business in all the branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high school, ball team, and we had big celebrations every year.

"A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought an eighty, gradually adding to it until I had 200 acres of the best land in Iowa. I then felt no need of asking favors and found it easy to patronize the mail order agents that came almost weekly to our door. I regret to say that I was the first in the county to make up a neighborhood bill and send it to a mail order house. Although we got bit every once in a while, we got in the habit of sending away for stuff.

"Gradually our merchants lessened their stocks of goods—for lack of patronage. Finally we began to realize that when we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait and send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; our business houses are 'tacky'

in appearance, a number are empty; our schools, churches and walks are going down; we have no band, no library, nor ball team. There is no business done in the town, and therefore no taxes to keep things up. Hotel is closed for lack of travel. Go down to the depot when the freight pulls in and you will see the sequel in mail order packages.

"Nine years ago my farm was worth \$195 an acre; to-day I'd have a hard matter to sell it at \$167 an acre. It is 'too far from a live town'—so every farmer has said who wants to buy. He wants a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down it has cost me \$5,600 in nine years."

Bankruptcy Proceedings in the South-Western Michigan.

St. Joseph, Dec. 14—In the matter of H. A. Fisher Co., a corporation bankrupt of Kalamazoo, an order was made by the referee for the examination of certain officers of the bankrupt at Chicago, for the purpose of discovering assets.

In the matter of Fred D. Lane and Edward Nolan, copartners as the Benton Harbor Cigar Co., bankrupt, an order was made approving sale of the assets, consisting of accounts receivable to the American National Bank for \$25.

In the matter of McMahon-Wicks Coal Co., a corporation, bankrupt, of Kalamazoo, orders were made approving the trustee's report of sale of assets, also instructing the trustee to disclaim title to certain worthless property. An order was also made calling a special meeting of creditors at the referee's office on Dec. 26, for the purpose of passing upon the trustee's final report and account and to declare a first dividend of 5 per cent.

Dec. 15—In the matter of Albrecht Hinrichs, bankrupt, Kalamazoo, no cause to the contrary having been shown, an order was made confirming the trustee's report of sale of assets to Joseph M. Mehlman, of Chicago, for \$1,420.

In the matter of William Dannenberg, bankrupt, Allegan, the trustee filed a report showing total assets of \$1,089.76 cash and no other property of any kind or description with request that the final meeting of creditors be called for the purpose of closing the estate.

Dec. 16—In the matter of Horatio W. Patterson and J. Earl Patterson, copartners as H. W. Patterson & Son and also as individuals, the final meeting of creditors was held at the referee's office. The trustee's final report and account, showing total cash assets of \$100, was approved and allowed. A dividend of 8 per cent. was declared and ordered paid. The final dividend list of creditors was filed and the final order of distribution made. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made, and no cause having been shown, it was determined that such favorable certificate be made. It was further determined that the trustee be not authorized to interpose objections to the discharge of the bankrupts. Final meeting of creditors adjourned without day.

Dec. 17—In the matter of the Poultry Pointers Publishing Co., bankrupt, Kalamazoo, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total cash assets of \$352.89, was approved and allowed. The first and final dividend list of creditors was filed and a dividend of 11 per cent. declared and ordered paid. The final order of distribution was made. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee, and no cause having been shown, it was determined that such favorable certificate be made. It was further determined that the trustee be not authorized to interpose objections to the bankrupt's discharge. Final meeting of creditors adjourned without day.

In the matter of Frank B. Lay, Sr., an order was made calling a meeting of creditors at Kalamazoo on Dec. 28, for the purpose of filing claims, the examination of the bankrupt and the transaction of such other business as may come before the meeting.

Dec. 18—In the matter of Fred D. Lane and Edward Nolan, copartners as the Benton Harbor Cigar Co., bankrupt, Benton Harbor, the trustee filed his final report and account, showing total assets of only \$28.30. An order was made for a final meeting of creditors Jan. 2, for the purpose of passing upon the trustee's

final report and account and closing the estate.

Dec. 19—In the matter of Frank B. Lay, Sr., Victor L. Palmer and M. Henry Lane, bankrupts, Kalamazoo, petitions were filed by the Michigan Trust Company, trustee for a special examination to be held at Kalamazoo Dec. 28, for the purpose of enquiring into alleged preferences received by certain creditors. Orders were made by the referee in accordance with the requests of the petitions.

Dec. 21—In the matter of Willis Meredith, bankrupt, Kalamazoo, an order was made closing the estate and recommending the discharge of the bankrupt, whereupon the record book and files were returned to the clerk of the court.

In the matter of Nemer A. Etoll, bankrupt, Allegan, an order was entered closing the estate and discharging the trustee. The referee also made a certificate recommending the discharge of the bankrupt.

In the matter of William E. Bommer-schelm, bankrupt, Kalamazoo, the trustee having filed his supplemental final report, an order was entered closing the estate and recommending the discharge of the bankrupt.

Outward Bound.

"I hear the sea captain is in hard luck. He married a girl and she ran away from him."

"Yes; he took her for a mate, but she was a skipper."

Judson Grocer Company

The Pure Foods House

COME IN



Have You Bought Your Supply of



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.

803-805 Monroe Ave.

We will take your old fixtures in exchange

Grand Rapids, Michigan





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.

AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**
Makes Best Bread
and Pastry

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



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

Advantage of Starting the New Year Right.

Written for the Tradesman.

The successful merchant is the one who looks ahead. Now, with the Christmas season on its upward trend, is the time to take a little preliminary thought of what comes a few weeks hence, when Santa Claus is locked up for another year and rush and bustle that culminates on Christmas Eve takes a sudden slump into the dullness that immediately follows the emptying of the stockings.

After Christmas comes stock-taking.

The wide-awake merchant doesn't need to be told why an annual inventory is a necessary feature in every well conducted hardware business. By the time stock-taking is finished, the merchant can close his books for the year and tell to a cent what he had made—or lost—in the twelve months. And, with this information as a basis, he can plan his buying and selling operations for the ensuing year. He knows which lines have sold well and which have dragged; he knows what he can afford to carry on and what he absolutely must cut off; and if he is wide awake to his job, he will do the cutting off relentlessly.

Then there are lesser advantages. In the process of stock taking, the strategic arrangement of the stock can be considered. A hardware dealer was struck one year by the fact that his paint department was crowded into an inconspicuous corner. He brought it to the front, "played it up" as the saying is—and made more money the next year on paints than ever before, and that without any appreciable decline in other departments where display was not so essential. Incidentally to any rearrangement which study of the stock may suggest the whole stock needs to be put in order.

And, finally, stock-taking prevents old stock from accumulating. Every dollar's worth of stock lost track of on the shelves and allowed to linger there represents so much absolutely idle capital. To find the odds and ends and push them out, turn them into money, make them work for the store—this is not the least important feature of stock taking.

The dull days immediately following New Year's form an ideal time for stock-taking in the hardware store. If possible, it is good business not to do the stock-taking after hours.

Clerks are only human, and, with the best intentions in the world, they are apt to hurry things along when they work overtime; nor does night work of this sort add to the clerk's efficiency next day. The first two weeks of January will in most stores afford ample time for the work to be done by day-light without unduly interfering with the customers, who, be it remembered, must have first call on the clerk's attention.

To be worth while, the stock-taking process must be thorough and systematic. A mere hurried enumeration of the goods in stock is not all that the wide-awake merchant desires.

For this reason it is worth while to plan ahead. One hardware firm divides the stock-taking into two distinct processes. In the first place the sorting, clearing and putting in order of the goods is done as opportunity offers, following Christmas and early in the year. Then the enumeration takes place. This store, be it noted, does not require night work; instead, the clerks start an hour earlier in the morning, and work an hour after the usual closing time.

The expedient of "cleaning up" the stock is adopted in another store, where preparations for stock-taking are commenced toward the close of December. Stock is gradually rearranged. All broken packages or odd pieces in the stock room are grouped with the corresponding lines in the store. This leaves the stock room in first class order. The actual enumeration then commences. The work is departmentized, each salesman sorting up the stock in his own particular department and entering the items on slips of paper, one copy of each slip being placed in the box containing the stock or on the shelf while the other is sent to the office to be filed. While stock-taking is in progress, sales are checked up at the bottom of these slips; and, when the whole stock had been gone over, these revised slips are collected and the inventory adjusted, practically to the minute. A variation of this scheme involves the keeping of a stock book on each counter for the entering of sales, instead of entering these on the stock slips.

Departmentizing—that is, assigning a department of the stock to each clerk—has its advantages in that it fixes responsibility. Nevertheless, in some stores the idea is adopted of dividing the staff into teams. One team takes one side of the store, the other team takes the opposite side. Starting at the front of the store, that portion of the premises is, after the first

few days, quite free from confusion. This has its obvious advantages.

Another hardware firm facilitates its stock-taking by dividing the store into sections; and employs the entire staff on each section in turn. For each section an itemized, duplicate slip is made up; and on one copy of this slip a record is kept of sales during the stock-taking period, to assist in the final adjustment of the inventory.

Incidentally, it is customary in most stores to precede or follow the annual stock-taking with an "inventory sale." The inventory sale can be made to serve a very useful purpose—that of eliminating the "dead stock." In many stores a pre-inventory sale is used, on the theory that it reduces the labor of stock-taking by cutting down the stock. Where the sale is not held until after the stock-taking is complete, there is this obvious advantage that the hardware dealer need put on sale only such lines as have become shop worn or partly unsalable, and he can be sure of putting on every item of this sort which he finds in stock. This appears to be the general idea adopted.

The sale helps to stimulate business at a time when business is usually quiet. In any event, the merchant, in the process of stock taking, should set aside the "dead ones" intended for sacrifice. The slow moving stock and odd items that come under this classification, if deemed advisable, can be picked out and set aside as the stock-taking progresses, instead of waiting until it is all over.

Incidentally, a complete stock record is very helpful in securing a favorable settlement of insurance claims, as well as in checking up the amount of insurance which the merchant should carry. In a score of ways, in fact, it is eminently worth while for the merchant to know just where he is at.

William Edward Park.

Ode to an Apple.

If all the other fruits shall be taken away from us, Lord, let the apple stay.

Apples—big red ones and yellow ones—white ones, striped with tinge of pink like the maiden's cheek—luscious fruit, may thy glory never fade. King Apple they call you—and you are rightly named. Loved by

the poor and rich, you bring joy to the palates of epicure or glutton. You are the king of delicacies—with the babe whose sweet, curved lips nibble at your meat or with the big and healthful folks who bite into your shiny skin with craving hunger.

An humble cottage is a palace if decorated with a basket of apples on the table. In winter, when the storms rage without and shake the window panes with roaring gusts, you lend cheer and comfort to the homes of human beings. Who could be sad and blue when sitting in front of a pleasant fire, munching pecans and eating you—King Apple?

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.

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.

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

THE MEAT MARKET

One Butcher's Success in Handling Fish.

I have been handling fish as an all-the-week-round article for the past year and one half, and have, in that time, succeeded in building up a profitable trade. Neither have I found that it has cut into my meat trade to any extent that I can notice.

I first started to think about fish when I found that many of my customers began to cut the amount of meat which they had been accustomed to purchase, because of the high prices which the state of the wholesale market compelled me to charge them. I knew that these people, if they stopped eating meat, would have to eat something else, and that, therefore, part of the trade which I had been getting from them up to that time would go to a dealer in other lines, unless I found some way to hold it to my market.

When a man finds that his business is gradually falling off, his brain usually gets good and active to discover a way to overcome the decrease. I started to look around for an article that I could handle, something that would not hurt my business in meat, but which would hold those customers that I was gradually losing. The only answer that I could see to this proposition was fish.

I had always handled fish since I had been in business. But it wasn't an article that received much attention from me. Thursday I bought it, and Friday I sold it to whoever asked for it. And that I considered was the finish of the fish business until the next Thursday rolled around.

But I decided that the time had now come to look a little deeper into this fish proposition. Seemed to me that if a person couldn't afford to buy a great deal of meat she would be much better off eating fresh fish than she would be canned stuff. I know that I would were I in her place, so I thought that there would be enough people of the same mind to warrant my taking a flier.

I gave a part of my market over to fish, advertised the fact that fresh fish could be had in my market any day in the week, and used salesmanship on those customers whose weekly bills had begun to show a dropping off. And the results came fast.

But they didn't work out exactly as I thought they would. I began to notice strange faces in the market, people whom I had never seen before, who came in to buy fish and then went out. I discovered that there was a good portion of the consuming public who had always been in the market for fish, but who, because of the poor

retail distribution facilities which fish has had to labor with, would not buy it, because they had to go long distances in order to find a fish store. These gradually came to me, once they discovered that they could get fresh fish in my market any day in the week, and in many cases gave me their meat business as well in the long run.

Fish is a good, profitable article. It may not be so easy to handle, but it pays you for the trouble that you take with it. I have never regretted that I gave it the attention which it deserves.—Butchers' Advocate.

Talks by the Butcher Philosopher.

In continuing my reply to the query which I recently received in regard to an accounting system for use in a general food market that has several delivery routes doing a large volume of business annually, I again want to draw attention to the importance of using a distinctive and different sales slip for each department, if it be desired to know exactly how much business each department is doing and how much profit it is making.

This departmental system is in use in a great many markets, and invariably it has proven successful. For instance, in one market that I know the sales slips of the meat department are printed on white paper, those of the grocery department are on green paper, and so on. This system does away with all possibility of confusion, and makes the work of the book-keeper much easier. I would also advise that the name of the department be printed on the slip in bold type. Then there is no chance of the sale of a pound of tripe appearing on the slip from the grocery department.

One thing is sure, if you want a record of the business that each individual department does, you must use

duplicate slips and a distinctive slip from each department.

Drivers and delivery boys must not take out any orders without having them booked against them. If this be done, when an error in delivery or payment crops up, it can at once be traced to its source and easily rectified.

I can best explain exactly what I mean by telling of a system in use in a market of which I know. This market has four drivers. A delivery book is used that has four rulings on a page, with the name of the driver or his number, as the case may be, on each ruling. Every order taken out is booked under the driver's name, and if it be a C. O. D. the amount to be collected is specified. There can never be any question of who delivered an order or who received payment for it; the record is there to tell.

When a driver starts out with twenty deliveries to make, for example, the time he leaves the store is entered and also the time of his return. So, you see, not only is he held directly responsible for the orders which he delivers, but the time it takes him to deliver them is also shown, so that if he loafs on the job he can be the more easily detected. He can never say that he did not deliver a certain order, for there it is booked against him.

Another great advantage which this system has is that it shows exactly the number of deliveries which each driver makes daily, whether the route is growing or getting smaller, and whether it is worth while keeping it up or cutting it up among the other routes.

When the driver is through for the day his C. O. D. or other collections should be booked against him in the office where he turns in his money, so that there can never be a doubt about what money he turns in. That shows a permanent record for both the driver and the cashier; and does away with doubts and questioning afterward.

In a shop that I was in not long ago, just as a woman customer was about to leave it the proprietor reminded her that she owed him a charge of \$1.65 from a few days back. She declared roundly that she had paid the boy for the meat when he had delivered it. The boy, who happened to be there, bore out her statement, and

told the butcher, with a somewhat injured air, that he had given him the money just as soon as he had returned.

Then the butcher remembered, and it was not only up to him to apologize to the customer by saying that he had forgotten to cross off the account, but also to excuse himself to the boy by telling him that he had been busy when it was handed to him and that he had forgotten it.

That, of course, was a small one man shop, with one delivery boy, doing business without any system at all, depending mainly upon the butcher's memory. Under these conditions it is no wonder that mistakes like this are constantly occurring. It goes to show that no business, no matter how small it may be, can avoid them, if they trust to memory and use no system.

In a big shop where the volume is larger, which uses a proper system, such mistakes can rarely occur.—Butchers' Advocate.

Accommodating.

"John, if I should die I want you to promise me you wouldn't marry again within a year, at least."

"All right, go ahead. I'll promise anything."

Judson Grocer Company

The Pure Foods House

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Write a Personal Letter Occasionally to Your Customer.

You cannot personally shake hands and jolly up your customers every few days; so the next best thing is to write them personal letters, just as you would talk to them if you were to meet them on the street or in their place of business. Now, isn't that so?

Such letters bring new business and hold old customers.

Naturally, the more personal talks you can have with your customers, the better; but in between trips write them a heart-to-heart letter now and then, just to make them feel that you are keeping them in mind. It will show that you have a strong personal interest in them, and the results, if watched, will both please and surprise you. Make your letters talk to your customers. Make them believe in your letters just as you want them to believe in you.

Galileo taught that the earth moves around the sun, but was compelled by the Inquisition to renounce the theory. Perhaps you feel a little that way about what your customers might think of your letters; that is because you have not discovered the right way to go about it.

Letter-writing, like advertising, is the written method of salesmanship. You can make bad salesmanship of it, the same as of personal interviews, if you do not understand and rightly apply the science.

What would you think of a kid-gloved salesman who approached his customers in the manner that he would approach his hostess at an afternoon reception? Well, that is precisely the way in which more than two-thirds of the business letter-writing is done. Such letters often begin with—

"I beg to acknowledge yours of—"

"Replying to your esteemed favor of even date, permit me to say—"

"Your letter of — is at hand and contents carefully noted."

And they often end with—

"I beg to remain—"

"I am yours—"

These shop-worn types of the customary style should have been relegated to the waste-basket a decade ago. Begin your letters in an easy, natural, conversational way. Have something to write about, and think hard about the best way to write it to attract the sympathy of your customer to your proposition.

Be original in your style. Don't write as a dozen other salesman that cover your territory are in the habit of doing, in a pointless, stereotyped fashion. Think about your customer; think about what you are going to write, and then write it in a manner that you feel certain will please and interest him.

If you are in the habit of scratching off any old thing the quickest and easiest way, stop to figure out the effect such letters are going to have, if any. Try to realize the great value that it is possible to secure with a little study in presenting your subject.

Some salesmen go on the plan that letter-writing is of no avail in helping to increase their sales anyway, and as it is laborious, they let it alone. Ignorance or mental laziness is the foundation of such ideas, aided, perhaps, by a desire to enjoy a game of billiards, or an idle chat with the clerk when the last customer has been called upon and packing is finished. Recreation is necessary and proper, but the salesman in any line who hopes to get on in the world will play only when the last tap of work is finished at the close of each day.

A decade ago commercial letter-writing was deprecated by most business houses as a medium to attract and hold trade. Its use was mainly to cover immediate necessity that could not be justified by personal interview. All that has changed with the changing times, and to-day every business institution of any note has a correspondence department in charge of a high-salaried head, who is especially versed in the art of writing the kind of letters calculated to aid in strengthening its connection with its customers, and to assist its sales force in building new business.

It is as necessary to hold as to build. The salesman who fails to get in touch with the head of the correspondence of his house and seek his aid at times is a poor prop for any house to lean upon.

The most efficient salesman values

the backing the house can give him through this department, realizing that his position with his trade is mainly one of aggression, and at times is apt to be misconstrued, no matter how securely he may be entrenched in the confidence of his customers.

A general promotion letter now and then to his trade, bearing the authority of his house, stamps the salesman's efforts, methods, and assertions with added power of persuasion.

While a sincere letter of appreciation of favors received, eliminating entirely any flavor of bid for business, at the end of each season, promotes a feeling of good will conducive to the interests of all concerned, and effectively paves the way for stronger and better trade relations.

Although salesmen of more than ordinary success are to be found in many houses, who put their hands up in a know-it-all, self-satisfied sort of way, deprecating support of this kind as unnecessary, if not actually interfering with what they term "their interests," yet he is a wise salesman who encourages it and seeks every opportunity to make free use of it.

The best managed house in the world makes mistakes, and mistakes makes disgruntled customers. Something goes wrong in the billing department; a piece of goods fails to come up to par; a certain pattern, through the fault of no one, does not turn out exactly as represented; a customer in the house is not given the attention he thinks he should receive; in fact, a dozen things of similar nature are liable to occur in the best regulated establishments, which tend to disquiet this or that customer for the time being. Do what you can to straighten out the kinks, and make sure that there remains no cause of complaint in which your customer may find a reasonable pretext for giving business to a competitor that otherwise might have gone to you. Tell the correspondence man about it; that's what what he is there for.

It's your business to sell goods, and you are supposed to know your business. You'd get mad if some one told you you didn't know it, wouldn't you? Well, then, leave the matter of "fixing" the customers in the hands of the man whose business it is to look after that part of the work. Put the same degree of confidence in him that you demand and expect to receive yourself, and see how quickly and nicely all these things will be adjusted.

"But," says Mr. Salesman of enquiring mind, "if I tell my troubles to the house I may get a letter telling me that the house has troubles of its own, and that I am paid to fix these things for myself."

Do all you can for yourself in fixing the business of your house, no matter how you may be called upon, but when all is said and done to the best of your ability, seek help from headquarters. If your house has a manager that would send you that kind of a reply, and you do not get the sort of help you require, the best thing for that house is to discharge him and get a manager who understands that

a fine piece of machinery needs oiling to make it run without friction.

Not only energy is needed in salesmanship, but method, system, and a readiness to adapt oneself to the conditions required to accomplish results. There are many salesmen eager to sell a bill of goods, but careless about other things pertaining to the fulfillment of the contract to the minutest detail. There are many who seem to think that if they have made a customer, it is immaterial whether they keep him or not.

The business letter of the average salesman is of a very low standard—has little if any pulling power. It is meaningless, because it contains nothing of personal interest to the recipient. If you write every customer in exactly the same way and as you have been writing all your life, it is no wonder that you do not believe in letter-writing.

He who rests at the foot of the mountain knows of the glories of yonder peak only from other travelers who have completed the arduous journey.

There is a certain style in drawing up a letter on any question so as to make it produce desired results. The key to the mastery of this style is of so great value as to make it worth months of effort and hundreds of dollars to any salesman to discover it. It is not undiscoverable, by any means.

To begin with, don't put too much of yourself into your letters. The best customer on your calendar is not interested overmuch in you. The thing that concerns him is how you can help his situation. Don't fool yourself into believing that you have him solidly bound to you by close ties of friendship. Intimate acquaintance is worth much, to be sure, but your own brother will patronize you in a business way only so long as you can make it worth his while from a dollar-and-cent standpoint. That is because business is business. Friendship is another matter. It is useful only as a path-opener in business. It will keep the opening clear only as long as it conduces to your customer's commercial prosperity.

But to return. In letter-writing keep yourself in the background, put your customer's interest to the fore, and avoid construction of the machine-like, ready-made order. Introduce your subject in a graceful, natural, and friendly style; then, carefully avoiding meaningless sentences, proceed into the real pith of your proposition, making your points tell one on another, briefly, vividly, connectedly, down to the leave-taking, which

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should be genuinely polite, but withal natural and pleasant, as you would say goodbye to a friend or acquaintance about to depart on a short journey.

You wouldn't greet an old acquaintance on the street with, "Excuse me for taking this liberty in saying how do you do," or "The favor of your presence here on the street with me is heartily appreciated, I assure you." And you wouldn't leave him with, "I hope you will remember me. Good-bye," or "I hope I have pleased you in this meeting, and that you will offer me further opportunity for continued acquaintance."

Sounds funny, doesn't it?

Well, that's the way it sounds when you write letters that way. If you wouldn't talk that way to your friends, why do you write in that style? Think it over.

You don't do it? Oh, yes, you do! And you are not alone in it either.

Bring your customer as close to you in a letter as you would in a personal talk, if he were sitting at your elbow in the sample-room or talking to you at his own desk.

Men of limited schooling have found an easy method of increasing their vocabulary in reading extensively and studiously from the lives of great men, and other works of educational interest. In precisely the same way the salesman may increase his knowledge of correct letter-writing by making a careful study of the style adopted by men who are specialists in the art of business-letter writing.

Take pains with your letters. When one is finished in which you wish your powers of persuasion to have full swing, read it over carefully; study the weak points, and try again. Keep on trying until you hit upon a style that you feel certain will have the desired effect.

I have known men who, from long practice, were skilled in the art of constructing powerful business-getting letters, to ponder for hours and destroy many copies in an effort at shaping up just what they wanted for a strong letter with which to fit a specific purpose.

The power of business-letter writing as a silent factor in salesmanship is second only to the oral method.

To any salesman who will intelligently explore the field there awaits a golden harvest. Begin now while the subject is fresh in your mind. In place of using the conventional advance cards, that outlived their usefulness before their invention, invest a dollar or two occasionally in the services of a public stenographer, and keep your customers in touch with you by heart-to-heart, elbow-to-elbow business-getting and business-holding letters.

It will please and surprise you amazingly to see how quickly and effectively your work will take on new life. All that is necessary to germinate it is a little time employed from among the many idle hours on board the train or about hotel lobbies, coupled with the slight investment of a few cents, and a larger one of sense.

W. D. Moody.

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Gabby Gleanings From Grand Rapids

Grand Rapids, Dec. 30.—Mr. and Mrs. John D. Martin left for Detroit Sunday. They attended the Veteran Travelers' meeting and banquet Tuesday afternoon and evening at the Wayne Hotel and will return home the latter part of the week via Jackson and Battle Creek.

Fred E. Beardslee and daughter, Catherine, are visiting Mr. Beardslee's father and mother in Detroit this week.

Mr. A. T. Driggs, 548 Fairview avenue, is still confined to his home because of sickness, but is slowly improving.

Jess L. Martin, now living in Elgin Ill., traveling for the Hershey Chocolate Co. Hershey, Penn., is home for the holidays with his father; also Mrs. Martin's parents, Mr. and Mrs. John E. Bowen, 510 Fuller avenue.

E. J. MacMillan was ten hours late and Homer Bradford didn't show up at all for the 5 a. m. meeting Christmas day of the U. C. T. music committee.

Sam Lee has opened a new laundry at the corner of Ionia and Pearl streets. We wonder is Sam is any relation to our own Charlie Lee.

H. B. Wilcox and "Ma" went down to Jamestown for Christmas dinner with Mrs. Wilcox's parents, Mr. and Mrs. Stilwell. H. B. showed his appreciation of a good square meal, as usual, and is slowly recovering at his home from his annual effort of trying to imitate an anaconda.

Absal Guild, A. M. O. B., will have its next meeting January 9. The members of the patrol will meet promptly at 7 p. m. for drill work prior to the regular ceremonial session.

The ladies' committee for the next U. C. T. dancing party had a meeting Wednesday at the home of Mrs. Harvey Mann to make arrangements for the big event which comes off January 16.

George E. Bardeen, President of the Bardeen Paper Co., Otsego, was in town Monday on business connected with the Ross Cabinet Co., of which he is a stockholder. While here he lost a valuable watch fob which he has worn for the past forty years. Luckily, the fob was found and returned to the owner within a half hour after the loss was discovered. Mr. Bardeen rewarded the gentleman who placed the keepsake in his hands by selling him a carload of paper—at a slight advance over the previous purchase.

H. H. Godfrey (Brown & Sehler Co.) and his wife and son Bobby spent Christmas with his sister in Albion.

Fred L. Grotte and wife spent Christmas with his sister in Wyandotte.

George A. Thomas, formerly district manager for the North American Life Insurance Co., has severed his connections with that company and joined the sales force of the Brown & Sehler Co., covering Ohio territory.

W. N. Burgess is in Cleveland this week in attendance on the annual round-up of the traveling force of the Kinney & Levan Co. The reunion included a banquet, which was held last evening. Three of the twenty-three representatives of the house spoke at the banquet. Mr. Burgess was one of the three, his subject being "Value of Educating the Sales People of Our Customers."

G. K. Coffey starts in on his nineteenth year with the Crown Baking Powder Co. January 1. He has suffered no loss in either flesh or enthusiasm during the past year.

J. J. Berg will represent the Pitkin & Brooks Co. in this territory during 1915.

Herbert L. Alschuler is walking on air these days. All on account of a bran new daughter who put in an appearance at his home, 1566 Wealthy avenue, December 18.

The new cafe at the Livingston Hotel is about completed and it is expected everything will be in readiness for the opening on New Years eve. The decorations were installed by W. T. Nelson & Co., of Chicago. The force of chefs, waiters and other help will be drilled before the opening so as to avoid any delays in service is frequently noticed in new establishments.

The 225 employees of the Grand Rapids Gas Light Co. were given \$4,500 through the quarterly dividend for the employees.

A receiver has been asked for the hardware business of R. A. Stonehouse & Co., 962 East Fulton street a controversy having arisen between the partners.

The Clipper Belt Lace Co. has been awarded a gold medal and diploma by the Safety and Sanitary convention at New York for having the highest existing type of safe belt lacing in the world. The medal is of solid gold, oblong in shape, measuring about three inches in length by two inches in width and bears in relief a figure symbolizing "Safety."

The Michigan State division of the Travelers' Protective Association has organized Post A in this city and elected the following officers: President, J. E. Cronin; Vice-President, W. E. Vogelsang; Secretary-Treasurer, G. R. Ford; directors, F. H. Mathison, C. A. Clements, Don McAfee, J. P. Wernicke, A. D. Carrell, R. C. Rowson. The new Post comprises 197 members, all Grand Rapids traveling men. They are planning a T. P. A. banquet and hope to have a permanent headquarters with club rooms.

The Armond family and Mrs. Bagley, of this city, were guests in the home of Mr. and Mrs. F. E. Beardslee, 226 Benjamin avenue, for Christmas dinner.

Robert Hartnett, brother of Miss Hartnett, the florist, is becoming very proficient as an automobile driver. On several occasions he has been mistaken for Barney Oldfield.

Charles Perkins, former Keeper of the Scroll in the Bagmen, has been on the sick list, but is much better at present.

O. W. Stark and family spent Christmas at Conklin with Mrs Stark's relatives.

Paul Burns, who represents the Globe Soap Co. in Milwaukee, was a Grand Rapids visitor one day last week. Although he had no business errand here, Paul said he was a little homesick for the old town, so ran in just to sleep in a good town over night.

The next regular meeting of Grand Rapids Council will be held Saturday, January 2. Don't forget to come and also don't forget to bring your wife. Will E. Sawyer.

Newsy Notes From Lively Owosso

Owosso, Dec. 27.—We notice in your last two issues a few things which need fixing.

Fred Hanifan says we have joined an old ladies' pedro club and spend so much time practicing that we have lost our grip, etc. Permit us, in our native modesty, to rise and explain that with trying to keep tab on the Mexican troubles and the time we have put in trying to pronounce the names of towns in Europe, together with such difficulties as procuring a turkey for Thanksgiving and the problem of paying our taxes, etc., we have become delinquent in apprising your editor of the happenings in Owosso and vicinity. Kindly overlook this and, as we grow older and become more thoughtful, we will endeavor to keep pace with such men as Hanifan, Bill Sawyer and Jim Goldstein.

We notice Goldstein says somebody wrapped a brick in a newspaper and broke a window in a jewelry store and stole several hundred dollars' worth of goods, but as Jim neglected to give the name of the paper that had

the brick in it, it leaves us without any clue to work on.

We learn by hearsay that Fred Hanifan had another stroke—of hard luck this week. While making a trip in his auto it caught fire. Fred had to go half a mile for a pail of water for extinguishing purposes. While he was gone the machine burned to the ground and a junk man came along and picked up the old iron and Fred carried that pail of water nearly two miles looking for his auto and was seen later in the evening bound for the next town on foot whistling, "Will the Spearmint Lose Its Flavor on the Bed Post Over Night?"

Last Saturday evening U. C. T. Council, No. 218, had a real old-time meeting with forty members present and five candidates for initiation. Everything was pulled off strictly up-to-date or possibly ahead of ordinary reckoning. For further information ask Bill Bofisell, who sells cream separators. He claims the U. C. T. lodge room is the first place he ever called on where a goat was kept.

Harry Price, manager for a large lumber supply store in Alabama, is home, shaking hands with old friends and spending the holidays with his family.

J. B. Ressigue, the pioneer merchant of Middleton, passed away December 26, after an illness of several weeks.

The A. M. Aldrich Co., of Vernon, is closing out its grocery stock and will run an up-to-date dry goods and notion store in that thriving city.

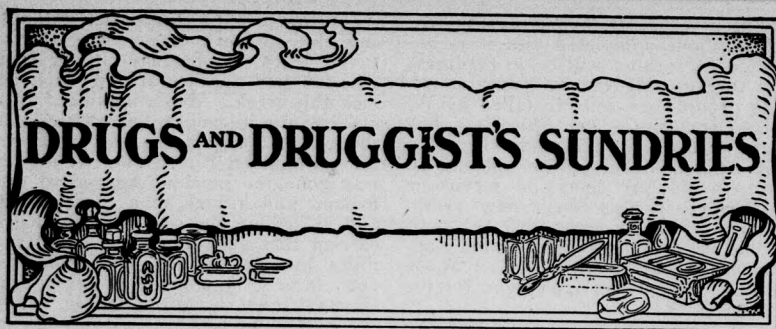
When in Ashley stop at Cora's Tavern. Clean beds, clean towels and meals like mother used to cook, and fire escapes, as per schedule. Fact.

Honest Groceryman.

Evart Kortenhoff, the good-looking distributor of toothsome sweets for Northern Michigan for the Brooks Candy Co., is some chicken fancier (the feathered kind.) Evart is the President of the Emmet County Poultry Association and was as busy as a hen with its head cut off a few weeks ago, as the aforesaid Association held its annual exhibit at Petoskey. What Evart does not know about chickens (both kinds) is not worth knowing. He set up the pens, distributed the straw, watered and groomed the birds, took in the money at the door and was general boss—but, alas, after all the work was done, he did not even get honorable mention for the pen of white Plymouth Rocks he had on exhibition. They say a year or two ago he painted the red ear lobes of his birds a perfect white, and, this being a sure sign of a rare species, he received first prize. But it got out somehow and they were onto him and this time the lobes were of a natural color and Evart was not in it. It was either that or the fact that he was the "hull works" that the judges considered that he had had honor enough and so gave it to some more worthy exhibitor. Nothing but the big candy business he has had this fall will compensate and appease his wrath and bring repose to his troubled mind.

A whisky still is operated on the quiet.

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.

Uses of Grape Juice and Its Making.

The preparing of grape juice dates back to ancient times and is a very interesting industry. If space would permit, a discussion of the ancient use of the grape and its juice, that would make a very interesting paper in itself, but my object will be to give you my experience with grape juice and other fruit juices, only giving a few historical notes.

History teaches us that Greeks and Romans made several kinds of grape juices and preparations from grapes. The Greeks had two kinds of wine, which were named after two methods of manufacture; *protoplon*, which was the first juice of the grape before pressing, and *denterion*, which was the pressed juice.

The Romans used the same processes but called the products *vinum primarium* and *vinum secundarium*. Sometimes the juice was drunk before fermentation started; in this form it was called *mustum*. After the juice had been put through a heating process they called it *frutum*, and after they had reduced it to a syrupy consistency they called it *sapa*. The Romans used this *sapa* on their bread, in the same manner as we use grape syrups and other syrups of to-day.

Galen, the Greek physician and writer, whom we pharmacists call the "Father of Liquid Medicine," wrote, A. D. 132, that many Asiatic wines were evaporated to dryness by hanging the bottles in the corner of the fireplace. This product was called *fumarium*. At a later date the European physicians sent their patients to wine-growing districts during vintage time to take daily rations of the fresh juice. The use of the juice was restricted to those patients who were able to go to the vineyards, and until recent years its use has been limited, owing to a dearth of knowledge of the

principles of the process of manufacture.

All the grape juice manufacturers, from time to time, have given a number of reasons why grape juice should be used freely, both as a food and medicine, and its use has been sanctioned by many of the best physicians and dietitians. The Federal Government, to whom I am indebted for a large part of my knowledge on this subject, has also experimented to quite an extent with grape juice.

The uses of grape juice are many; it is used in sickness and in good health as a food and a refreshing drink; and one who becomes accustomed to it rarely gives it up. The effect of grape juice on the human system has been studied for a number of years, especially at the so-called "grape cures" in Europe. It is claimed that in mixed diets it is beneficial, and that digestion is improved, intestinal fermentation diminished, and gains in bodily weight result. Grape juice is justly called liquid food. Some compare it to milk. It contains less water than milk, more carbohydrates, and less protein, fat and ash.

The composition of grapes is more or less familiar to us all. They contain from 10 per cent. to 25 per cent. of sugar, 2 per cent. to 3 per cent. of nitrogenous substances, tannic and malic acids. The skins contain tannin, cream of tartar and coloring matter; the seeds, tannin, starch and fat; the stems, tannin and mucilaginous matter.

The causes of fermentation are the same as in other fruits, namely, yeasts, spores of various fungi, and bacteria adhering to all parts of the fruit. When dry, these organisms are inert, but when they come in contact with the juice they become active and begin to multiply, and fermentation begins. Cold checks but does not kill the ferments. Fermentation changes the sugar to alcohol and carbon dioxide, and is the principal cause of changing the juice into wine.

To keep the juice sweet, obviously, fermentation must be prevented. This is done in two ways. One of these, the use of chemical preservatives, is not to be recommended, because it is regarded as adulteration, for which the poor food authorities have an ever watchful eye. Preservation may be accomplished in several unobjectionable ways, but the most practical is the use of heat. The favorable conditions for the growth of bacteria are moisture, warmth, and proper food which is very readily found in fruit juices, hence the spoiling of the juices is the development of the various kinds of organisms. As temperature is a very

important factor in the manufacturing of fruit juices it is also a very important factor in the growth of bacteria.

There are many kinds of these organisms and each grows best at a certain temperature; some at a very low temperature, and others at as high as 98 degrees C. However, most classes are destroyed if exposed to the temperature of boiling water from ten to fifteen minutes. O. J. Cloughly.

Druggists Win a Point Over Grocers.

There has long been complaint in the grocery trade of the gradual encroachments of the drug store on the realm of the grocer, and the list of "drugs" is being constantly expanded. On the other hand, grocers are complaining that the pharmacy laws are being used by the druggists to repel not only a counter invasion by the grocers, but also to restrict them selling some things which they contend are in no wise medicines or pharmaceutical goods.

Again and again legislation has been attempted to prevent grocers selling patent medicines and goods which are technical poisons, but the California Appellate Court has just decreed that "ant paste," and other like arsenious poisons cannot be sold by retail grocers or by any but registered pharmacists. While the State Board of Pharmacy, which has the enforcement of the law in hand, has not yet declared itself, it is likely that grocers will have to discontinue selling ant paste at once. An appeal probably will be taken to the Supreme Court.

The manufacturers of ant paste contend that theirs is a proprietary sealed product and can be sold by grocers as freely as patent medicines. They will carry the matter to the Supreme Court, and in the meantime will protect grocers' stocks if they are prohibited permanently from selling it. Until the Board takes action, the manufacturers ask grocers to take the product off their shelves and to hold it awaiting further information.

As showing the temper of the grocery trade toward the decision, a prominent trade paper of Southern California says:

"It takes a wonderful—not to say a warped—imagination to understand why a bottle of ant paste handed out by a druggist is any less deadly to human life than the same bottle handed out by a retail grocer. Neither the druggist nor the grocer has anything to do with manufacturing or bottling or labeling the product. The manufacturer does all of this and he seals the bottles. Neither is there any question about the contents of the package. The stuff is bought because it is deadly, and, despite fanciful cases which are imagined or talked about, the purchaser knows when he purchases it that it is a poison. Grocers have sold ant paste and like preparations for years, and we have yet to hear of a single instance where death or injury has been caused because the grocer rather than the druggist sold the package and made the profit. It really isn't a matter of saving lives, but saving profits—for the druggist."

Window System.

The window is a problem about which more could be written than could be printed in a year. And as the years go by the problem becomes more vexed, in direct ratio to the amount of opposition offered by business firms selling the same commodities as handled by pharmacists.

The window, if properly looked after, is one of the best advertising mediums that a chemist can possibly have, but if it be not attended to it becomes a bad advertisement, and a bad advertisement is always expensive.

We have emphasized the necessity of changing a window display at least once every two weeks until this advice must have become as familiar to our readers as Pear's Soap.

If you haven't already introduced some system to arrange for constant change of displays, do it now. Many different systems for taking care of this part of the work have been mentioned, but as a start a penny note book and a calendar answer all requirements, later on a card system will possibly be found to be most advantageous. Mark that calendar off into periods of days, so that "window dressing day" falls on the day of the week most suitable for the person dressing the window and least interfering with the general business of the store.

Figuring Soda Profits.

A soda water department wisely bought and properly run should be and can be made to pay 100 per cent. net profit on its cost every year, and this is how to figure it:

Say a fountain costs \$1,000, and that it lasts ten years. That makes \$100 a year for the fountain, or counting interest on the investment, \$160 a year. Your labor, overhead and your supplies figure \$1,400 a year. Your sales \$3,000 and your net profits are \$1,000 a year, or more than 100 per cent. on the whole investment.

In general, the gross sales of a soda water department should be three times the total cost of the soda fountain, and the net profits should figure one-third of the gross sales, and labor not over one-third and the supplies, overhead and other expense the other one third.

Any way you figure it a soda water department, after everything is charged up against it, should make its owner \$1,000 net profit every year for every thousand dollars that the outfit cost. Some dispensers do a great deal better than this.

Vanishing Cream.

Zinc Stearate 4 ozs.
 Precipitated Chalk 4 ozs.
 Glycerin 4 ozs.
 Water 4 ozs.
 Oil of Rose Geranium (or rhodinal II) 30 mins.

Mix the powders intimately and incorporate with the mixed glycerin and water by rubbing all together in a mortar, gradually adding the perfumes during the operation. The preparation may be tinted with carmine solution if desired.

WHOLESALE DRUG PRICE CURRENT

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

Acids			Mustard, true	.9 00@9 50	Ipecac	@ 75
Acetic	6 @	8	Mustard, artif'l	4 00@4 25	Iron, clo.	@ 50
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, Deodorz'd	@ 75
Sulphuric	1 1/4 @	5	Orange sweet	2 75@3 00	Rhubarb	@ 70
Tartaric	55 @	60	Organum, pure	@ 2 50		
Ammonia			Organum, com'l	@ 75		
Water, 26 deg.	6 1/4 @	10	Pennyroyal	@ 2 75	Paints	
Water, 18 deg.	4 1/4 @	8	Peppermint	2 50@2 75	Lead, red dry	7 @ 8
Water, 14 deg.	3 1/4 @	6	Rose, pure	14 50@16 00	Lead, white dry	7 @ 8
Carbonate	13 @	16	Rosemary Flowers	@ 1 35	Lead, white oil	7 @ 8
Chloride	15 @	30	Sandalwood, E.		Ochre, yellow bbl.	1 @ 1 1/4
Balsams			I.	@ 7 00	Ochre yellow less	2 @ 5
Copaiba	75@1 00		Sassafras, true	@ 1 10	Putty	2 1/2 @ 5
Fir (Canada)	1 50@1 75		Sassafras, artif'l	@ 60	Red Venet n bbl.	1 @ 1 1/4
Fir (Oregon)	40@ 50		Spearmint	3 25@3 50	Red Venet n less	2 @ 5
Peru	2 50@2 75		Sperm	90@1 40	Vermillion, Eng.	90@1 00
Tolu	85@1 00		Tansy	5 00@5 50	Vermillion, Amer	15@ 20
Berries			Tar, USP	30@ 40	Whiting, bbl.	11-10@1 1/4
Cubeb	35 @	90	Turpentine, bbls.	@ 50	Whiting	2 @ 5
Fish	15 @	20	Turpentine, less	60@ 65	L. H. P. Prep'd	1 25@1 35
Juniper	10 @	15	Wintergreen, true	@ 5 00		
Prickly Ash	@	50	Wintergreen, sweet	@ 2 50	Insecticides	
Barks			Wintergreen, art'l	90@1 20	Arsenic	12@ 15
Cassia (ordinary)	25@ 30		Wormseed	3 50@4 40	Blue Vitrol. bbl.	@ 5 1/2
Cassia (Saigon)	65@ 75		Wormwood	5 00@5 50	Blue Vitrol. less	7@ 10
Elm (powd. 30c)	25@ 30				Bordeaux Mix Est	8@ 15
Sassafras (pow. 30c)	@ 25		Potassium		Hellebore, White	
Soap Cut (powd. 30c)	25@ 30		Bicarbonate	30@ 35	powdered	20@ 25
Extracts			Bichromate	20@ 25	Insect Powder	20@ 35
Licorice	27@ 30		Bromide	@ 94	Lead Arsenate	8@ 16
Licorice powdered	30@ 35		Carbonate	35@ 45	Lime and Sulphur	
Flowers			Chlorate, xtal and		Solution, gal.	15@ 25
Arnica	30@ 40		powdered	30@ 35	Paris Green	15 1/4 @ 20
Chamomile (Ger.)	55@ 60		Chlorate, granular	@ 40		
Chamomile (Rom)	55@ 60		Cyanide	40@ 50	Miscellaneous	
Gums			Iodide	@ 3 77	Acetanalid	38@ 45
Arnica	25@ 30		Permanganate	25@ 30	Alum	5 @ 8
Acacia, 2nd	45@ 50		Prussiate, yellow	@ 50	Alum, powdered and	
Acacia, 3d	40@ 45		Prussiate, red	90@1 00	ground	7@ 10
Acacia, Sorts	@ 30		Sulphate	15@ 20	Bismuth	
Acacia, powdered	50@ 55		Roots		trate	2 97@3 00
Aloes (Barb. Pow)	22@ 25		Alkanet	20@ 25	Borax xtal or	
Aloes (Cape Pow)	20@ 25		Blood, powdered	20@ 25	powdered	6@ 12
Aloes (Soc. Pow.)	40@ 50		Calamus	50@ 60	Cantharades po	4 00@3 00
Asafoetida	75@1 00		Elecampane, pwd.	15@ 20	Capicelom	1 20@1 25
Asafoetida, Powd.			Gentian, powd.	20@ 30	Capsicum	30@ 40
Pure	@1 00		Ginger, African,		Carmine	@ 4 50
U. S. P. Powd.	@1 25		powdered	15@ 20	Cassia Buds	@ 40
Camphor	56@ 60		Ginger, Jamaica	22@ 25	Cloves	30@ 35
Guaiac	50@ 55		Ginger, Jamaica,		Chalk Prepared	6@ 8 1/2
Guaiac, powdered	55@ 60		powdered	22@ 25	Chalk Precipitated	7@ 10
Kino	70@ 75		Goldenseal pow.	6 50@7 00	Chloroform	37@ 43
Kino, powdered	75@ 80		Ipecac, powd.	@ 3 50	Chloral Hydrate	1 00@1 20
Myrrh	@ 40		Licorice	18@ 20	Cocaine	5 10@5 30
Myrrh, powdered	@ 50		Licorice, powd.	12@ 15	Cocoa Butter	55@ 65
Opium	10 50@11 00		Orris, powdered	30@ 35	Cocos, list, less 70%	
Opium, powd.	14 00@14 25		Poke, powdered	20@ 25	Copperas, bbls.	@ 01
Opium, gran.	14 00@14 25		Rhubarb	75@1 00	Copperas, less	2 @ 5
Shellac	28@ 35		Rhubarb, powd.	75@1 25	Copperas, powd.	4 @ 6
Shellac, Bleached	30@ 35		Rosinweed, powd.	25@ 30	Corrosive Sublim.	1 15@1 25
Tragacanth			Sarsaparilla, Hond.		Cream Tartar	36@ 40
No. 1	2 25@2 50		ground	@ 65	Cuttlebone	35@ 40
Tragacanth pow	1 25@1 50		Sarsaparilla Mexican,		Dextrine	7@ 10
Turpentine	10@ 15		ground	30@ 35	Dover's Powder	@ 2 50
Leaves			Squills	20@ 25	Emery, all Nos.	6 @ 10
Buchu	2 25@2 50		Squills, powdered	40@ 60	Emery, powdered	5 @ 10
Buchu, powd.	2 50@2 75		Turmeric, powd.	12@ 15	Epsom Salts, bbls	@ 2 1/2
Sage, bulk	25@ 30		Valerian, powd.	25@ 30	Epsom Salts, less	3 @ 7
Sage, 1/4s loose	30@ 35		Seeds		Ergot, powdered	2 00@2 25
Sage, powdered	30@ 35		Anise	20@ 25	Ergot, powdered	2 75@3 00
Senna, Alex	50@ 60		Anise, powdered	@ 25	Flake White	12@ 15
Senna, Tinn.	25@ 30		Bird, ls	@ 12	Formaldehyde lb.	10@ 15
Senna Tinn powd	25@ 30		Canary	12@ 15	Gambier	@ 10 1/2
Uva Ursi	18@ 20		Caraway	15@ 20	Gelatin	@ 10 1/2
Oils			Cardamon	2 25@2 50	Glassware, full cases	80%
Almonds, Bitter,			Celery	@ 30	Glassware, less 70 & 10%	
true	6 50@7 00		Coriander	@ 25	Glauber Salts bbl.	@ 1 1/4
Almonds, Bitter,			Dill	20@ 25	Glauber Salts less	2 @ 5
artificial	1 50@1 75		Fennell	25@ 30	Glue, brown	11@ 15
Almonds, Sweet,			Flax	4 @ 8	Glue, brown grd.	10@ 15
true	1 25@1 50		Flax, ground	4 @ 8	Glue, white	15@ 25
Almonds, Sweet,			Foenugreek, pow.	8@ 10	Glue, white grd.	15@ 20
imitation	50@ 60		Hemp	@ 10	Glycerine	27@ 25
Amber, crude	25@ 30		Lobelia	@ 50	Hops	50@ 80
Amber, rectified	40@ 50		Mustard, yellow	16@ 20	Indigo	1 50@1 75
Anise	2 50@2 75		Mustard, black	16@ 20	Iodine	4 55@4 80
Bergamont	6 50@7 00		Mustard, powd.	20@ 25	Iodoform	5 20@5 80
Cajeput	1 25@1 40		Poppy	15@ 20	Lead Acetate	15@ 20
Cassia	1 75@2 00		Quince	@1 50	Lycopodium	95@1 00
Castor, bbls. and			Rape	@ 15	Mace	90@1 00
cans	12 1/2 @ 15		Sabadilla	@ 35	Mace, powdered	1 00@1 10
Cedar Leaf	90@1 00		Sabadilla, powd.	@ 40	Menthol	3 50@3 75
Citronella	1 00@1 10		Sunflower	8@ 12	Mercury	@ 21 25
Cloves	1 60@1 75		Worm American	15@ 20	Morphine all brd	5 90@6 15
Cocanut	20@ 25		Worm Levant	75@ 85	Nux Vomica	@ 15
Cod Liver	1 25@1 50		Tinctures		Nux Vomica pow	@ 20
Cotton Seed	75@ 90		Aconite	@ 75	Pepper, black pow	@ 30
Croton	2 00@2 25		Aloes	@ 65	Pepper, white	@ 35
Cupbebs	4 25@4 50		Arnica	@ 75	Pitch, Burgundy	@ 15
Eigerson	2 00@2 25		Asafoetida	@1 35	Quassia	10@ 15
Eucalyptus	1 00@1 20		Belladonna	@1 65	Quinine, all brds	30@ 40
Hemlock, pure	@1 00		Benzoin	@1 00	Rochelle Salts	@ 26@ 30
Juniper Berries	2 00@2 25		Benzoin Compo'd	@1 00	Saccharine	5 50@6 00
Juniper Wood	70@ 90		Buchu	@1 50	Salt Peter	10@ 15
Lard, extra	85@1 00		Cantharadles	@1 80	Sedilits Mixture	25@ 30
Lard, No. 1	75@ 90		Capsicum	@ 90	Soap, green	15@ 20
Laven'r Flowers	@ 60		Cardamon	@1 50	Soap, mott castile	12@ 15
Lavender, Gar'n	1 25@1 40		Cardamon, Comp.	@1 00	Soap, white castile	@ 6 25
Lemon	2 25@2 50		Catechu	@ 60	Soap, white castile	
Linseed, boiled, bbl.	@ 54		Cinchona	@1 05	less, per bar	@ 68
Linseed, bbl. less	58@ 62		Colchicum	@ 75	Soda Ash	1 1/4 @ 5
Linseed, raw, bbls.	@ 53		Cubeba	@1 20	Soda Bicarbonate	1 1/4 @ 5
Linseed, raw, less	57@ 62		Digitalis	@ 80	Soda, Sal	1 @ 4
			Gentian	@ 75	Spirits Camphor	@ 75
			Ginger	@ 95	Sulphur roll	2 1/2 @ 5
			Guaiac	@1 05	Sulphur Subl.	3 @ 5
			Guaiac Ammon.	@ 80	Tamarinds	10@ 15
			Iodine	@1 00	Tartar Emetic	@ 60
			Iodine, Colorless	@1 00	Tartar Emetic	40@ 50
					Turpentine Venice	40@ 50
					Vanilla Ex. pure	1 00@1 50
					Witch Hazel	@ 65@1 00
					Zinc Sulphate	7 @ 10

GROCERY PRICE CURRENT

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

ADVANCED

Some Flour

DECLINED

Cream of Tartar
Bulk Starch
Feed

Index to Markets

By Columns

		1		2	
		AMMONIA		Clams	
		12 oz. ovals 2 doz. box 75		Little Neck, 1lb. .. @ 1 00	
				Little Neck, 2lb. .. @ 1 50	
				Clam Bouillon	
				Burnham's 1/2 pt. 2 25	
				Burnham's pts. 3 75	
				Burnham's qts. 7 50	
				Corn	
				Fair 65 @ 70	
				Good 90 @ 1 00	
				Fancy @ 1 30	
				French Peas	
				Monbadon (Natural)	
				per doz. 1 75	
				Gooseberries	
				No. 2, Fair 1 50	
				No. 2, Fancy 2 35	
				Hominy	
				Standard 85	
				Lobster	
				1/4 lb. 1 85	
				1/2 lb. 3 15	
				Mackerel	
				Mustard, 1lb. 1 80	
				Mustard, 2lb. 2 80	
				Soused, 1 1/2 lb. 1 60	
				Soused, 2lb. 2 75	
				Tomato, 1lb. 1 50	
				Tomato, 2 1/2 2 80	
				Mushrooms	
				Buttons, 1/2s @ 15	
				Buttons, 1s @ 30	
				Hotels, 1s @ 20	
				Oysters	
				Cove, 1lb. @ 85	
				Cove, 2lb. @ 1 60	
				Plums	
				Plums in Syrup 90 @ 1 35	
				Pears in Syrup	
				No. 3 cans, per doz. 1 50	
				Peas	
				Marrowfat 90 @ 1 00	
				Early June 1 10 @ 1 25	
				Early June siftd 1 45 @ 1 55	
				Peaches	
				Pie 1 00 @ 1 25	
				No. 10 size can pie @ 3 25	
				Pineapple	
				Grated 1 75 @ 2 10	
				Sliced 95 @ 2 60	
				Pumpkin	
				Fair 80	
				Good 90	
				Fancy 1 00	
				Gallon 2 40	
				Raspberries	
				Standard @	
				Salmon	
				Warrens, 1 lb. Tall .. 2 30	
				Warrens, 1 lb. Flat .. 2 45	
				Red Alaska 1 70 @ 1 75	
				Med Red Alaska 1 40 @ 1 45	
				Pink Alaska @ 1 20	
				Sardines	
				Domestic, 1/4s 3 75	
				Domestic, 1/2 Mustard 3 75	
				Domestic, 3/4 Mustard 3 25	
				French, 1/4s 7 @ 14	
				French, 1/2s 13 @ 23	
				Sauer Kraut	
				No. 3, cans 90	
				No. 10, cans 2 40	
				Shrimps	
				Dunbar, 1st doz. 1 45	
				Dunbar, 1 1/2 doz. 2 50	
				Succotash	
				Fair 90	
				Good 1 20	
				Fancy 1 25 @ 1 40	
				Strawberries	
				Standard 95	
				Fancy 2 25	
				Tomatoes	
				Good 90	
				Fancy 1 20	
				No. 10 2 90	
				CARBON OILS	
				Barrels	
				Perfection 9.4	
				D. S. Gasoline 14	
				Gas Machine 19.9	
				Deodor'd Nap'a 13	
				Cylinder 29 @ 34 1/2	
				Engine 16 @ 22	
				Black, winter .. 8 @ 10	
				CATSUP	
				Snider's pints 2 35	
				Snider's 1/2 pints 1 35	

3

CHEESE

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

CHEWING GUM

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

CHOCOLATE

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

CLOTHES LINE

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

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Hershey's, 1/4s	38
Hershey's, 1/2s	38
Huyler's	36
Lowmney, 1/4s	34
Lowmney, 1/2s	34
Lowmney, 3/4s	33
Lowmney, 5 lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 3/4s	36
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilber, 1/4s	32
Wilber, 1/2s	32

COCOANUT

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

COFFEES ROASTED

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

Santos

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

Maracaibo

Fair	24
Choice	25
Choice	25
Fancy	26

Guatemala

Fair	25
Fancy	28

Java

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

Mocha

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

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Bogota

Fair	24
Fancy	26
Exchange Market	Steady
Spot Market, Strong	

Package

New York Basis	
Arbuckle	17
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	

Extracts

Holland, 1/2 gro. bxs.	9
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6	7	8	9	10	11
Graham Crackers Red Label, 10c size 1 00 Kaiser Jumbles 1 00 Lemon Snaps 50 Mallomars 1 00 Oysterettes 1 00 Premium Sodas 1 00 Royal Toast 1 00 Saratoga Flakes 1 00 Social Tea Biscuit 1 00 Uneda Biscuit 50 Uneda Ginger Wafer 1 00 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00 Other Package Goods Barnum's Animals 50 Chocolate Tokens 50 Soda Crackers NBC 2 50 Family Package 2 50 Fruit Cake 3 00 In Special Tin Packages Adora, 10c size 1 00 Festino 2 50 Nabisco, 10c 1 00 Nabisco, in bulk, per tin 1 75 Festino 1 50 Bent's Water Crackers 1 40 CREAM TARTAR Barrels or Drums 36 Boxes 37 Square Cans 39 Fancy Caddies 44 DRIED FRUITS Apples Evaporated Choice blk 10% Evaporated Fancy pkg. California 11@14 Citron Corsican 16% Currents Imported 1 lb. pkg. 9 Imported, bulk 8% Peaches Muirs—Choice, 25lb. 6% Muirs—Fancy, 25lb. 7% Fancy, Peeled, 25lb. 12 Peel Lemon, American 12% Orange, American 12% Raisins Cluster, 20 cartons 2 25 Loose Muscatels, 4 Cr. 7% Loose Muscatels, 3 Cr. 7% L. M. Seeded, 1 lb. 8%@9 California Prunes 90-100 25lb. boxes 7% 80-90 25lb. boxes 8% 70-80 25lb. boxes 9% 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 Heminy 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 3 15 Peas Green, Wisconsin, bu. 2 90 Green, Scotch, bu. 2 90 Split, lb. 6 Sago East India 5 German, sacks 5 German, broken pkg. Tapioca Flake, 100 lb sacks 5 Pearl, 100 lb sacks 5 Pearl, 36 pkgs. 2 25 Minute, 36 pkgs. 2 75 FISHING TACKLE 1/4 to 1 in. 6 1/4 to 2 in. 7 1/4 to 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	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, 1/4 oz. 1 20 No. 4, F box, 1/4 oz. 2 00 No. 3, 1/4 oz. Taper 2 00 No. 2, 1/4 oz. flat 1 75 FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 6 10 Sunburst 6 60 Wizard Graham 6 00 Matchless 5 90 Wizard, Gran. Meal 4 60 Wizard Buckwht cwt 3 40 Rye 6 00 Valley City Milling Co. Lily White 6 50 Light Loaf 6 00 Graham 2 75 Granena Health 2 85 Gran. Meal 2 05 Boiled Med. 1 95 Voigt Milling Co. Voigt's Crescent 6 50 Voigt's Royal 6 90 Voigt's Flourist 6 50 Voigt's Hygienic Graham 5 55 Watson-Higgins Milling Co. Perfection Buckwheat Flour 6 20 Perfection Flour 6 35 Tip Top Flour 5 95 Golden Sheaf Flour 5 50 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 50 Worden Grocer Co. American Eagle, 1/2 6 60 American Eagle, 1/4 6 50 American Eagle, 1/8 6 40 Spring wheat Koy Baker Mazepa 6 40 Golden Horn, bakers 6 30 Wisconsin Rye 6 05 Boneman Rye 6 45 Judson Grocer Co. Ceresota, 1/2 6 90 Ceresota, 1/4 7 00 Ceresota, 1/8 7 10 Voigt Milling Co. Columbian 6 75 Worden Grocer Co. Wingold, 1/2 cloth 7 20 Wingold, 1/4 cloth 7 10 Wingold, 1/8 cloth 7 00 Wingold, 1/2 paper 7 05 Wingold, 1/4 paper 7 00 Boiled Golden Granulated 4 40 Wheat New Red 1 20 New White 1 18 Oats Michigan carlots 53 Less than carlots 55 Corn Carlots 73 Less than carlots 75 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 Acidu'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% Cured, No. 2 12%	Calfskin, green, No. 1 15 Calfskin, green, No. 2 13% Calfskin, cured, No. 1 16 Calfskin, cured, No. 2 14% Pelts Old Wool 60@1 25 Lambs 50@80 Shearings 50@75 Tallow No. 1 2 5 No. 2 2 4 Wool Unwashed, med. 20 Unwashed, fine 15 HORSE RADISH Per doz. 90 Jelly 5lb. pails, per doz. 2 40 15lb. pails, per pail 65 30lb. pails, per pail 1 25 JELLY GLASSES 1/4 pt. in bbls., per doz. 15 1/2 pt. in bbls., per doz. 16 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 1/2 lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 00@1 10 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 25 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 4 25 Queen, Mammoth, 28 oz. 5 75 Olive Chow, 2 doz. cs. 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 Tourist whist 2 25 POTASH Babbitt's, 2 doz. 1 75 PROVISIONS Barreled Pork Clear Back 22 00@23 00 Short Cut Clr 21 00@22 00 Bean 20 50@21 00 Brisket, Clear 27 00@28 00 Pig Clear Family 26 00 Dry Salt Meats S P Bellies 14%@15 Lard Pure in tierces 11%@12 Compound Lard 8% 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, 2 lb. av. 17 @18 Hams, 14 lb. av. 16 @17 Hams, 16 lb. av. 15 @16 Hams, 18 lb. av. Ham, dried beef sets 29 @30 California Hams 12 @12 1/2 Picnic Boiled Hams 19%@20 Boiled Hams 24%@25 Minced Ham 14 @14 1/2 Bacon 19 @23	Sausages Bologna 10%@11 Liver 9%@10 Frankfort 12 @12 1/2 Pork 11 @12 Veal 11 Tongue 11 Headcheese 10 Beef Boneless 20 00@20 50 Rump, new 24 50@25 00 Pig's Feet 1/4 bbls. 1 05 3/4 bbls., 40 lbs. 2 10 1/2 bbls. 4 25 1 bbl. 8 50 Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 3/4 bbls., 80 lbs. 3 00 Casings Hogs, per 1/4 35 Beef, rounds, set 24@25 Beef, middles, set 80@85 Sheep, per bundle 85 Uncolored Butterline Solid Dairy 12%@16% 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, 1/4 55 Potted Meat, Ham Flavor, 1/2 95 Deviled Meat, Ham Flavor, 1/4 55 Deviled Meat, Ham Flavor, 1/2 95 Potted Tongue, 1/4 55 Potted Tongue, 1/2 95 RICE Fancy 7 @7 1/2 Japan Style 5 @5 1/2 Broken 3%@4 1/4 ROLLED OATS Rolled Avenna, bbls. 6 00 Steel Cut, 100 lb. sks 3 10 Monarch, bbls. 5 75 Monarch, 90 lb. sks. 2 75 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 50 SALAD DRESSING Columbia, 1/2 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Wandotte, 100 %s 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 55 lb. sacks 40 28 lb. sacks 20 Warsaw 55 lb. sacks 26 28 lb. dairy in drill bags 20 Solar Rock 55 lb. sacks 26 Common Granulated, Fine 1 10 Medium, Fine 1 15 SALT FISH Cod Large, whole 3 Small, whole 7% Strips or bricks 9@13 Pollock 5% Smoked Salmon Strips 9 Halibut Strips 18 Chunks Holland Herring Y. M. wh. hoop bbls. Y. M. wh. hoop 1/2 bbls. Y. M. wh. hoop kegs kegs 11 75 Standard, bbls. 11 75 Standard, 1/2 bbls. 6 13 Standard, kegs 80 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 2 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 50 Mess, 10 lbs. 1 70 Mess, 8 lbs. 1 45 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 10 No. 1, 10 lbs. 1 60 Lake Herring 100 lbs. 4 25 40 lbs. 2 10 10 lbs. 62 8 lbs. 54	SEEDS Anise 30 Canary, Smyrna 8% Caraway 15 Cardamom, Malabar 1 20 Celery 45 Hemp, Russian 5 Mixed Bird 9 Mustard, white 12 Poppy 16 Rape 10 SHOE BLACKING Handy Box, large 3 ds. 3 50 Handy Box, small 1 25 Bixby's Royal Polish 35 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rattle in jars 43 SODA Boxes, English 5% Kegs, English 4% SPICES Whole Spices Allspice, Jamaica 9@10 Allspice, lg Garden @11 Cloves, Zanzibar @22 Cassia, Canton 14@15 Cassia, 5c pkg. dz. @25 Ginger, African @9 1/2 Ginger, Cochin @14 1/2 Mace, Penang @70 Mixed, No. 1 @17 Mixed, No. 2 @16 Mixed, 5c pkgs. dz. @45 Nutmegs, 70180 @30 Nutmegs, 105-110 @25 Pepper, Black @15 Pepper, White @25 Pepper, Cayenne @22 Paprika, Hungarian Pure Ground in Bulk Allspice, Jamaica @15 Cloves, Zanzibar @28 Cassia, Canton @22 Ginger, African @19 Mace, Penang @75 Nutmegs @35 Pepper, Black @18 Pepper, White @32 Pepper, Cayenne @24 Paprika, Hungarian @45 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Kingsford Silver Gloss, 40 1lb. 7 1/2 Muzzy, 40 1lb. pkgs. 5 Gloss Argo, 24 5c pkgs. 90 Silver Gloss, 16 3lbs. 6% Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb. packages 5 16 3lb. packages 4% 12 6lb. packages 6% 50lb. boxes 3 1/2 SYRUPS Corn Barrels 32 Half barrels 34 Blue Karo, No. 1 1/2 3 45 4 doz. 2 15 Blue Karo, No. 2 1/2 2 30 doz. 2 30 Blue Karo, No. 5, 1 dz. 2 25 Blue Karo, No. 10, 1/2 doz. 2 15 Red Karo, No. 1 1/2 4 doz. 4 00 Red Karo, No. 2, 2 dz. 2 30 Red Karo, No. 2 1/2 dz. 2 70 Red Karo, No. 5, 1 dz. 2 65 Red Karo, No. 10, 1/2 doz. 2 55 Pure Cane Fair 16 Good 20 Choice 25 Folger's Grape Punch Quarts, doz. case 6 00 TABLE SAUCES Halford, large 3 75 Halford, small 2 25 TEA Uncolored Japan Medium 20@25 Choice 28@33 Fancy 36@45 Basket-fired Med'm 28@30 Basket-fired, Choice 35@37 Basket-fired, Fancy 38@45 No. 1 Nibs 30@32 Siftings, bulk 9@10 Siftings, 1 lb. pkgs. 12@14 Gunpowder Moyune, Medium 28@33 Moyune, Choice 32@33 Moyune, Fancy 50@60 Ping Suey, Medium 25@30 Ping Suey, Choice 35@40 Ping Suey, Fancy 45@50 Young Hyson Choice 28@30 Fancy 45@55 Oolong Formosa, Medium 25@28 Formosa, Choice 32@35 Formosa, Fancy 50@60 English Breakfast Congou, Medium 25@30 Congou, Choice 30@35 Congou, Fancy 40@50 Congou, Ex. Fancy 60@80 Ceylon Pekoe, Medium 28@30 Dr. Pekoe, Choice 30@35 Flowery O. P. Fancy 40@50	TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. 11 52 Fast Mail, 16 oz. 5 76 Hawatha, 16 oz. 7 80 Hawatha, 5c 60 May Flower, 16 oz. 5 40 No Limit, 8 oz. 9 36 No Limit, 16 oz. 1 80 Ojibwa, 8 and 16 oz. 3 60 Ojibwa, 10c 11 10 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 4 00 Peach and Honey, 5c 5 76 Red Bell, 16 oz. 3 96 Red Bell, 8 foll 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 9 56 Sweet Cuba, 1 lb. tin 4 50 Sweet Cuba, 1/2 lb. foll 2 25 Sweet Burley, 5c L&D 5 76 Sweet Burley, 8 oz. 2 45 Sweet Burley, 16 oz. 4 90 Sweet Mist, 1/2 gro. 5 70 Sweet Mist, 8 oz. 11 10 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 40 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat. Leaf, 2 and 5 lb. 60 Drummond Nat. Leaf per doz. 98 Battle Ax 32 Bracer, 6 and 12 lb. 30 Big Four, 6 and 16 lb. 32 Boot Jack, 2 lb. 90 Boot Jack, per doz. 96 Bullion, 16 oz. 46 Climax Golden Twins 48 Climax, 14% oz. 44 Climax, 7 oz. 47 Days' Work, 7 & 14 lb. 38 Creme de Menthe, lb. 62 Derby, 5 lb. boxes 28 5 Bros, 1 lb. 66 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. 40 Granger Twist, 6 lb. 46 G. T. W., 10 lb. & 21 lb. 46 Horse Shoe, 6 & 12 lb. 43 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. 40 J. T., 5 1/2 & 11 lb. 40 J. T., 5 1/2 & 11 lb. 35 Keystone Twist, 6 lb. 45 Kismet, 6 lb. 48 Maple Dip, 20 oz. 28 Merry Widow, 12 lb. 32 Nobby Spun Roll 6 & 8 38 Parrot, 12 lb. 32 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 41 Picnic Twist, 5 lb. 45 Piper Heldsick, 4 & 7 lb. 69 Piper Heldsick, per doz. 96 Polo, 3 doz., per doz. 48 Redicut, 1 1/2 oz. 38 Scrapple, 2 & 4 doz. 48 Sherry Cobbler, 3 oz. 32 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Sq. Deal, 7, 14 & 28 lb. 30 Star, 6, 12 & 24 lb. 43 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 35 Town Talk, 14 oz. 31 Yankee Girl, 12 & 24 lb. 31 Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 88 Cutlas, 2 1/2 oz. 26 Globe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Songs, 5c 5 76 Old Times, 1/2 gro. 5 50 Polar Bear, 5c, 1/2 gro. 5 76 Red Band, 5c 1/4 gro. 5 76 Red Man Scrap, 5c 1 42 Scrapple, 5c pkgs. 48 Sure Shot, 5c 1-6 gro. 5 76 Yankee Girl Scrap 2oz. 5 76 Pan Handle Scrp 1/4cr. 5 76 Peachy Scrap, 5c 5 76 Union Workman, 2 1/4 6 00 Smoking All Leaf, 2 1/2 & 7 oz. 30 BB, 3 1/2 oz. 6 00 BB, 7 oz. 12 00 BB, 14 oz. 24 00 Bagdad, 10c tins 11 52 Badger, 3 oz. 5 04 Badger, 7 oz. 11 52 Banner, 5c 5 76 Banner, 20c 1 60 Banner, 40c 3 20 Belwood, Mixture, 10c 94 Big Chief, 2 1/2 oz. 6 00 Big Chief, 16 oz. 30

SPECIAL PRICE CURRENT

15

16

17

12

13

14

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.	30
Cigar Clip, 5c	30
Cigar Clip, 10c	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
Corn Cake, 5c	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 R 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax. Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 10c	3 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Klin Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La. Turke, 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
Flow Boy, 5c	5 76
Flow Boy, 10c	11 40
Flow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz.	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.	
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 48
Three Feathers and	2 25
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c 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.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80

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
12 lb. cotton mop heads	1 30

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

Toothpicks	
Birch, 100 packages	2 00
Ideal	85

Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 3 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 60
Apple Butter	@3 80
Catsup	2 70@3 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75

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

CHARCOAL	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15 sets	1 35
Case, medium, 12 sets	1 15

BAKING POWDER

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



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	16

COFFEE

OLD MASTER COFFEE



Old Master Coffee	31
San Marto Coffee	

FITZPATRICK BROTHERS' SOAP CHIPS

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

Roasted Dwinell-Wright Co's B'ds



White House, 1 lb.	
White House, 2 lb.	
Excelsior, Blend, 1 lb.	
Excelsior, Blend, 2 lb.	
Tip Top, Blend, 1 lb.	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	
Distributed by Judson	
Grocer Co., Grand Rapids;	
Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.	



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
Cream Borax, 100 cks	3 85
German Mottled	3 15
German Mottled, 5 lb.	3 15
German Mottled, 10 b.	3 10



The only
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Cleanser
Guaranteed to
equal the
best 10c kinds
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Public Seating for all Purposes

World's Largest Exclusive Manufacturers
Church Furniture of Character

Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

American Steel Sanitary Desks

Built of steel to withstand strain. All parts are electric welded into one indestructible unit. Your school board should have our illustrated book B-C.

Motion Picture Theatre Seating

Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for FREE SEATING PLAN and book B-C-1.

Lodge Furniture

We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs. Write for book B-C-2.

American Seating Company

14 E. Jackson Blvd., Chicago

Grand Rapids New York Boston Philadelphia

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.

For Sale—Two of "The Best" rug racks at half price. Less than half, if you count the freight we had to pay to get them to Seattle. They are 60 arm rug racks, holding 120 rugs each, and cost us, a short time ago, \$250 each. Will sell them for \$125 each, F. O. B. Seattle. Advertising Department, The Bon Marche, Seattle, Wash. 766

For Sale—Cash grocery, small new stock, well located in new, modern, plate front, steam heated brick building; fine fixtures furnished with building. Goods only for sale. Meat market on one side, drug store with postal station on the other. \$500 takes this. Investigate. West End Drug Store, Kalamazoo, Mich. 767

Wanted—General or hardware stock. State full particulars and lowest cash price. Address Box 574, Northville, Mich. 768

Accounts collected anywhere on strictly commission basis. Prompt service. Weekly reports. Best of references. Correspondence solicited. Benson, Menomonee, Wis. 769

For Sale—Store building with small stock of hardware; also a drug stock for sale. Reasonable terms. Enquire of W. N. Dendel, Hopkins, Mich. 770

\$1,200 in men's and boys' clothing to close at a great bargain. Must sell. R. J. Lyon, Brighton, Mich. 771

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

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

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—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

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

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

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

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. Krulsenga, c-o Musseman Grocer Company, Grand Rapids, Michigan. 154

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

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

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

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

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.

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

Experienced salesman to carry the B. S. K. silk and cotton petticoats for the Western and Southern states, on a very large commission basis. Splendid values. Stitching fourteen to eighteen stitches to the inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 772

Wanted—Experienced salesmen to sell our line of warm footwear in the West on commission. Address The Beatty Felting Co., Mishawaka, Ind. 741

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ture wood engravings
are not only better
for printing and for
making electrotypes
but are cheaper than
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TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN.

Creating Confidence

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

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

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

Michigan Tradesman

Manufacturing Matters.

Fenton—Crouse & Parshall have made extensive repairs and improvements at their creamery, among the installations being a new boiler and a butter printing machine.

Detroit—The American Dry Products Co., manufacturer and dealer in all kinds of food products, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Beck-Frost Corporation has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property. This concern will engage in the manufacture and sale of mechanical specialties.

Lake City—The new creamery known as the Lake City Creamery Co., which has been under course of construction for several months, will open for business in January. This institution is owned by Frank Jankoski and D. H. Barnes. They will buy cream from local farmers and will manufacture butter, ice cream and other products later on.

Flint—A new motor car company, capitalized at \$500,000 has been launched. The company will be known as the Dort Motor Car Co. and will make two models, a roadster and a five-passenger touring car. The officers have not yet been officially named, but it is understood that David M. Averill, Vice-President of the Durant Dort Carriage Co., will be general manager. Two models of the new car were shipped to the New York auto show.

Detroit—At the first meeting of creditors of the bankrupt Lozier Motor Co. in the United States Court room before Referee in Bankruptcy L. E. Joslyn Tuesday afternoon, the Detroit Trust Co. was unanimously elected trustee under a bond of \$25,000. The trustee was authorized by the referee to offer the property of the estate for sale as a whole or in parcels, subject to the approval of the court, with the provision that every bidder shall deposit not less than 10 per cent. of the price bid, providing the percentage does not exceed \$25,000. The court reserved the right to reject any or all bids. It was announced that the sale would be made early in February and the trustee was authorized to expend not more than \$25,000 in advertising it.

Talking of coast defenses suggests that at various places fronting the Atlantic and the Pacific oceans in this country there are forts, and people who visit them see formidable looking guns, apparently big enough to cut off any foe that might have temerity to approach. It has been brought out in the discussion of the war subject recently that many of these guns were amply adequate when they were put in position, but they fall far short of that now. It is said that a good naval vessel is outfitted with guns that can shoot half a mile and over further than those on shore. It follows, then, that if the ships can do more and do it better than the coast defenses, then the latter are of

precious little use. A ship could anchor a quarter or a half a mile out of the range of these coast guns and be perfectly safe while demolishing the fort. The guns on shore must keep pace with those on the vessels if they are going to be really efficient and serve the purpose for which they are designed. If the United States is to have any coast defenses at all it ought to have such as are worthy of the name.

The Humanitarian Cult of New York City recently enrolled sixty new members. There are now more than 200 members of the cult, which was organized in the middle of November. The society has no headquarters of an official nature, and every dollar paid in goes directly to aid families in need. The cult is one of secret giving, and the names of those helped are kept secret, as are also the amounts contributed by the members. That is why a great many people will never seek membership in the society, for those who insist upon letting their left hand know what the right hand gives, and like to see their names in the newspaper when they make a generous donation for charity, will not care to join the Humanitarian Cult.

Buying ice by the inch or foot is a new wrinkle. The National Ice Association of America has worked out a table giving the weight of various pieces of ice and believes that selling the cold commodity by measure instead of weighing it would save time and be as accurate as scales. A piece of ice 22 inches square is said to weigh 16 pounds for each inch of thickness, while a cake 22 by 32 inches is said to weigh 25 pounds per inch thickness. In Los Angeles, Cal., artificial ice is sold by measure and the plan is satisfactory. Grand Rapids housewives may before long be ordering six inches of ice or fifteen inches of ice.

The percentage of persons addicted to the habitual use of drugs in the United States is not as large as had been supposed. According to the public health service, between 1 and 2 per cent. of the population are drug habitues. The conclusions are based on figures giving the approximate number of average doses of habit-forming drugs imported into the United States in 1911 and 1912, being 3,040,000,000 and 2,308,700,000 and on data furnished by the Tennessee authorities. In that State there is an anti-narcotic law, which has been six months in operation.

Persons afflicted with too much avoirdupois should not worry. A woman doctor delivering a lecture on rhythmic breathing in Chicago, told her hearers that no one need diet to get rid of fat. All they had to do was get enough oxygen and they would not accumulate fat. Women working about their homes and business men who grow stout say they exercise enough when doing their tasks, but the Chicago physician claims that only exercise in the open air counts. Several of Chicago's stout women have already formed classes for outdoor exercise.

Safety Match That Is Fairly Safe.

The persistent efforts of match manufacturers to produce a match which will readily ignite by friction, yet be free from accidental ignition and from causing injury because of poisonous ingredients, have apparently been successful at last. At the recent exposition of the American Museum of Safety in New York City one of the ten special gold medals ordered struck in recognition of special effort toward the promotion of safety, was conferred on W. A. Fairburn, Vice-President of the Diamond Match Co., who has long labored toward a safer match and healthful working conditions of the factory force. The company was also awarded a gold medal for its latest product and the demonstration of improved working conditions in its factories.

Ever since the law prohibited the use of white sulphur in matches, because of its menace to the health of the factory force, match makers have been seeking chemical compounds which would be both safe and effective and a match construction that would minimize fire risks. The testing machinery shown at the exposition was a revelation of how completely this has now been accomplished—non-poisonous friction compounds, heads that rats won't eat, sticks that are uniformly strong and won't break with ordinary usage, stick that have no afterglow when blown out, heads that light only when struck exactly on the tip, and then only at the right degree of friction, and can be stored in ovens heated up to 300 degrees temperature without lighting—these are a few of the improvements accomplished in recent years.

Of course, matches are intended to cause fires and have long been a cause of much anxiety to grocers and insurance men; but it is evident in the award of the Museum of Safety, that one more of the grocer's menaces is greatly reduced as a result of scientific investigation and industrial enterprise.

John Muir's Love for Trees.

All sorts of local laws and regulations have been tried and found wanting and the costly lessons of our own experience, as well as that of every civilized nation, show conclusively that the fate of the remnant of our forests is in the hands of the Federal Government, and that if the remnant is to be saved at all it must be saved quickly.

Any fool can destroy trees. They cannot run away; and if they could, they would still be destroyed—chased and hunted down as long as fun or a dollar could be gotten out of their bark, hides, branching horns, or magnificent bole backbones. Few that fell trees plant them; nor would planting avail much towards getting back anything like the noble primeval forests. During a man's life only sapling trees can be grown in the place of old trees—tens of centuries old—that have been destroyed. It took more than three thousand years to make some of the trees in these Western woods—trees that are still standing in perfect strength and beauty, waving and

surging in the mighty forest of the Sierra.

Through all the wonderful eventful centuries since Christ's time—and long before that—God has cared for these trees, saved them from drought, disease, avalanches, and a thousand straining, levelling tempests and floods but He cannot save them from fools—only Uncle Sam can do that.

John Muir.

Condensed Milk For Belgian Babies.

Battle Creek, Dec. 29.—At the last meeting of the Battle Creek Grocers and Butchers' Association it was voted that each member should donate a dozen cans of condensed milk to the relief of Belgian babies, whose cause a number of prominent Battle Creek women, headed by Mrs. Harry E. Burt, have taken up. As there are about fifty-five members in the Association, this splendid gift will help out greatly in the campaign for milk to help out the starving little children across the ocean.

The Massachusetts Supreme Court has been called upon to decide the question, "Is a beer barrel a measure?" A man who bought many barrels of beer claimed there was a shortage in the measure furnished and that a beer barrel was a measure within the meaning of the law and should contain at least 31½ gallons and should be under seal. Some of the barrels purchased were from two to six gallons short of the required amount, but the brewing company claims a beer barrel is not a measure, and that when a person buys a barrel of beer he buys no definite amount.

It is the common practice to name American battleships after states, and anyhow, to give them dignified titles. It is noticeable that in Great Britain the naval vessels have sometimes what seem to us rather queer names, one of which is named "The Blanche" and another "The Blonde." Some defender of Great Britain explains that the names of their warships are selected with an idea of suiting their sailors and pleasing their fancy. It is difficult to see how a man would fight any more bravely on one ship than another, or why one name would contribute more than another to his patriotism or his courage.

To-morrow never comes, but the morning after the night before always shows up.

Alex Rucinski has started in the meat business at 650 Seventh street.

BUSINESS CHANCES.

For Sale—A-1 stock of dry goods, ladies furnishings. Stock and fixtures will invoice about \$14,000. One of the best towns of 5,000 in Southern Michigan. Address No. 773, care Tradesman. 773

For Sale—About 800 cases of fancy, clean, home canned tomatoes. Make best offer. Address No. 774, care Tradesman. 774

Wanted—Clothing, furnishings, shoes. Cheap for cash. E. C. Greene, Jackson, Michigan. 775

For Sale—Bargain—Lunch room, pool room and rooming house combined, in one of Michigan's most prosperous towns clearing \$150 per month. Selling price \$700. This will pay you to investigate. F. Gregg, 218 S. Mitchell St., Cadillac, Michigan. 777

SITUATIONS WANTED.

Situation Wanted—First-class plumber can do tinning and heating; sober and steady, wants steady position in town under 6,000. Address No. 776, care Tradesman. 776

WHY NOT ?

K C is pure. K C is healthful. It really does make lighter, nicer biscuits, cakes and pastry than the old fashioned single acting baking powders.

And you pay only a fair price for it. No baking powder should sell for more.



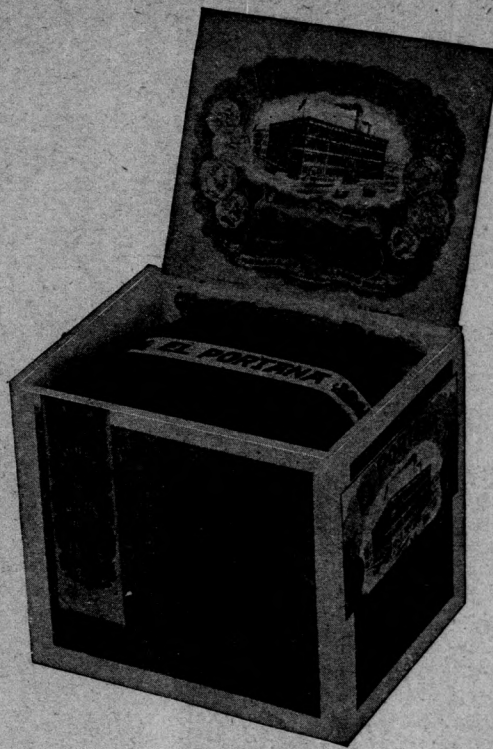
The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the *Pure Food Laws* and pay a profit. Of course you sell it.

JAKUES MFG. CO., CHICAGO

El Portana Cigar



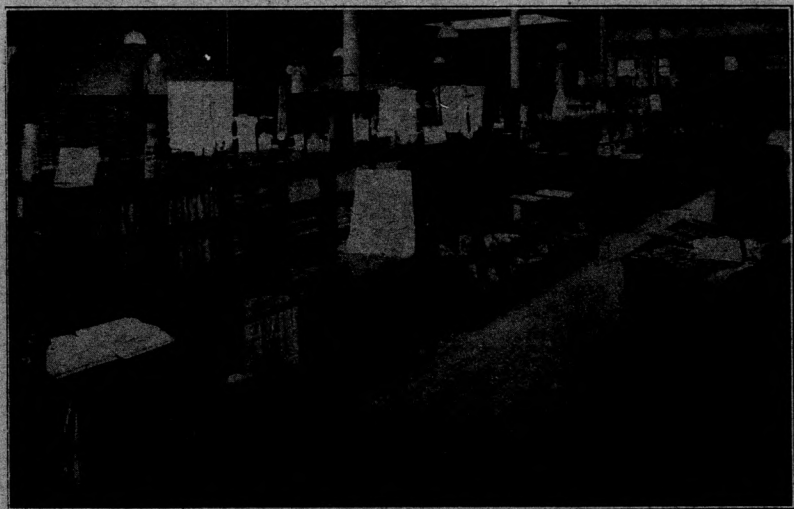
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THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids



THE *Wilmarth* LINE

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

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

Wilmarth Show Case Co.

1542 Jefferson Ave.
GRAND RAPIDS, MICH.

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

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

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

Made In Grand Rapids



"I Like to Sell

FRANKLIN CARTON SUGAR"

Why?

"Because it comes ready to sell, saves my time weighing, wrapping and putting in bags, and above all my customers prefer FRANKLIN CARTON SUGAR. I am mighty anxious to have pleased customers because I realize that they will speak a word to their neighbors about the grocer who serves them with satisfactory goods. I know FRANKLIN CARTON SUGAR is clean, pure and full weight, because my wife uses it herself and I am therefore glad to recommend it.

"I lost money on sugar until I started to push FRANKLIN CARTON SUGAR. I keep the whole FRANKLIN line of Granulated, Powdered, Dessert and Table, and Cube Sugars well to the front where my customers can always see them. I am making a profit on FRANKLIN CARTON SUGAR."

FRANKLIN CARTON SUGAR comes to you packed in original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

Why Wait For a Fire?

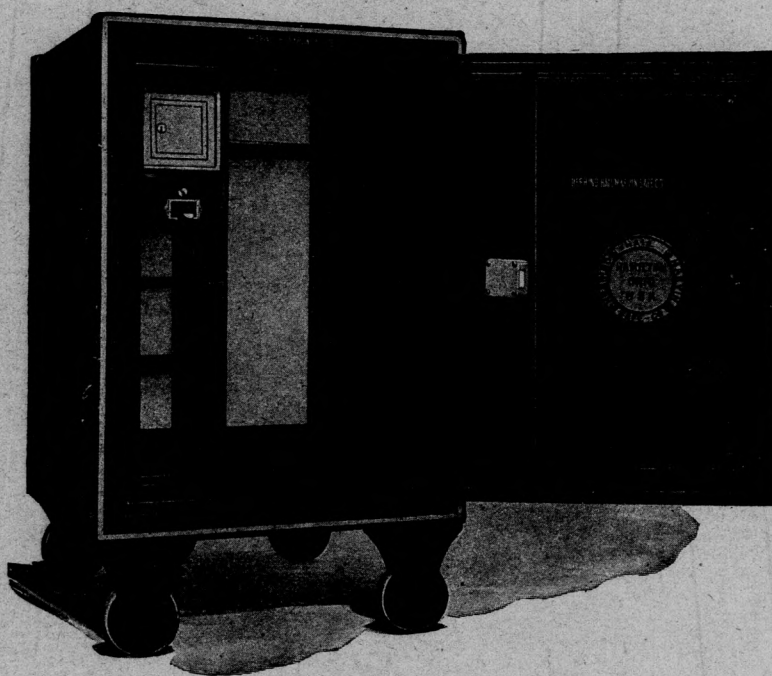
Buy a Good Safe Now and
Protect Your Valuable
Books and Papers

Latest Improved Steel Fireproof Safe

No. A-4
Without Inside Door

Outside
35¼ inches high
22½ inches wide
22½ inches deep
25 inches deep over all

Inside
22 inches high
15 inches wide
15 inches deep
WEIGHT, 660 LBS.



No. A-4-I. D.
With Inside Door

Outside
35¼ inches high
22½ inches wide
22½ inches deep
25 inches deep over all

Inside
22 inches high
15 inches wide
14 inches deep
WEIGHT, 710 LBS.

Write us for delivered prices F. O. B. your
railroad station

If not the right size send us the inside measurement
of safe wanted

Grand Rapids Safe Co.

Tradesman Building

:::

Grand Rapids, Michigan